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THE NATIONAL NEWSPAPER OF MARKETING

California Hits Ad Weakness of Southern Pacific

Railroad's Lack of Ad Effort Called 'Inimical' to Its Own, Public's Interest

SAN FRANCISCO, March 17—The California public utilities commission, in ruling on a number of applications by Southern Pacific Co. for shifts in passenger service, last week raked the railroad over the coals for failure to advertise aggressively in an effort to compete for passenger traffic.

Citing the road's ad expenditures in 1956 and 1957, contrasted with considerably higher expenditures by competing lines, the commission said:

"This evidence, coupled with evidence showing the absence of travel-inducement plans and noncompetitive schedules and rates, unquestionably establishes the fact that Southern Pacific has no desire to compete with other railroads and other common carriers for passenger business.

■ "Applicant's failure to merchandise its services aggressively is inimical to its own best interests

(*Continued on Page 89*)

Abrams Heads New Division of Warner-Lambert

Company Breaks Up '58 Consolidation to Create New Market Unit

NEW YORK, March 19—Warner-Lambert Pharmaceutical Co., which only a year ago consolidated all toiletry, cosmetic and proprietary marketing, this week took it apart again.

The company announced formation of a new cosmetics and toiletries division, with George J. Abrams named president and chief executive officer. Mr. Abrams moves over from Revlon Inc. His resignation as advertising vp and conversations with Warner-Lambert were reported here exclusively more than a month ago (AA, Feb. 16).

As head of the new division Mr. Abrams has full responsibilities for W-L's Richard Hudnut, DuBarry and Sportsman lines.

■ Total ad budget for the three lines is believed to be between $4,000,000 and $5,000,000. Broken down, Sportsman is thought to spend several hundred thousand, DuBarry about $2,000,000 and the Hudnut line the remainder. Lambert & Feasley, a W-L subsidiary, handles all the advertising.

John S. Hewitt will continue as president of the family products division, which retains marketing of Listerine, Bromo-Seltzer, the

(*Continued on Page 89*)

HORIZONTAL SPREAD—*The Saturday Evening Post runs the first horizontal half-page four-color spread in its history on March 28 with this first of seven ads for Johnson & Johnson Band-Aid Sheer Strips. The ad illustration is bracketed by Post editorial copy. Young & Rubicam is the agency.*

Switch to Single Rate, Petry Advises Stations

Code Board 'Held Line' on Multiple Spots, Clipp Assures NAB Session

For other news and pictures of the NAB convention see Pages 3, 62 and 92.

CHICAGO, March 18—A top radio-tv station representative has called on the broadcasting industry to get out of the twilight zone of rate confusion by switching to a single rate.

Edward Petry & Co. made the proposal in the form of a recommendation to its 30 tv and 28 radio stations at the start of the 37th annual National Assn. of Broadcasters convention. About half the Petry listed tv stations and a few of the radio ones are already charging the same basic rate to all advertisers, according to their rep. Petry recommended that the others change to a one-price structure by July 1.

This action followed by a couple of weeks an exchange of letters between Arthur H. Lund, radio-tv director of Campbell-Mithun, and three leading representatives—Petry, John Blair & Co. and Peters, Griffin, Woodward (AA, March 9). Mr. Lund complained that agencies are being continually embarrassed by the fact that the client's local representatives can purchase time at the local rate.

Warning that the problem is getting out of hand, he urged stations to shift to a one-rate operation to keep the ethics of the broadcasting industry from being questioned by advertisers all over the country.

Blair's reply indicated that the single rate is the ideal solution, but termed an abrupt change impractical for some markets where the double system is well entrenched. Peters, Griffin, Woodward said part of the blame for radio-tv's rate dilemma rests with advertisers and agencies which send their representatives out on the road to try to get cut prices. He asked for advertiser-agency

(*Continued on Page 92*)

Prediction of 5,500 Radio Stations Is Startling to Panel

CHICAGO, March 18—A panel of radio broadcasters and economists who looked ahead to 1970 dazzled the radio sessions of the National Assn. of Broadcasters convention today with the prospect of a big increase in advertising revenue,

NAB Convention

only to draw cries of anguish by pointing out that the bigger pie will be shared by about 5,500 stations.

When broadcasters expressed hope that the Federal Communications Commission would refuse to authorize additional stations in crowded markets, they were firmly rebuffed by a ranking member of the commission's staff, who

(*Continued on Page 92*)

Ads Build Advertiser's Capital Worth: Harper

Consumer Preference Is Real Asset, He Tells U. of Mo.-4A's Session

ST. LOUIS, March 19—One of the important attributes of advertising is its ability to enhance the capital value of a company, Marion Harper Jr., president and chairman of McCann-Erickson, told a symposium here yesterday sponsored by the St. Louis council of the American Assn. of Advertising Agencies and the University of Missouri school of journalism.

Mr. Harper pointed to the examples of General Telephone Co. and Revlon and cited the statement of Donald C. Power, president of General Telephone, that the company's advertising has the effect of adding 50¢, conservatively, and probably $2 to the market value of each share of stock.

"Traditionally, capital investment has been concerned with plants and machinery," Mr. Harper said, adding that where little discretionary expenditure is available and management's interest is almost wholly with production, it may stop there. But in the U.S., he said:

"We're coming to recognize that a business that enjoys consumer preference has a property in the marketing side of its operations as it does on the production side," he said.

"A property right in market demand is usually appraised at $1," he said. "Certainly no other dollar on a balance sheet has greater significance for the future of a business. A company's good name, the public's reliance on the uniform quality of its products, people's disposition to repeat purchases—these have quite as high a value as any lathes. And case after case builds the conviction that advertising contributes to capital value as much as any other business expenditure."

■ Dr. Will Stephenson, professor at the University of Missouri and consultant to D'Arcy Advertising Co., pointed out that advertising often is accused of being able to do things that no evidence exists to prove it can do. Specifically, he thinks it works best in areas of minor personal involvement; in

(*Continued on Page 89*)

Rothmans, Y&R Part Company Over 'Philosophy'

TORONTO, March 17—Rothmans of Pall Mall Canada Ltd. and Young & Rubicam today mutually severed their relationship. Both said there had been differences with regard to business philosophy.

Several major agencies which have no tobacco billings reportedly are preparing presentations for the account, one of the largest in Canada, running to more than $1,000,000 a year. Last year Rothmans spent more than $500,000 in print media alone, exceeding expenditures for any other brand in its field by more than $200,000.

Rothmans advertising attracted attention not only because of the sales growth it generated, but also because the copy acknowledged the possibility of a link between smoking and lung cancer (AA, Aug. 25, '58). #

Last Minute News Flashes

Catalina 'Surprises' FC&B by Moving to Grey

LOS ANGELES, March 20—Catalina Inc., swimsuit maker, has shifted its account from Foote, Cone & Belding to Grey Advertising. Surprised by the move, FC&B cited its "fine six-year relationship with Catalina, during which time the company's sales and profits hit record highs," and termed its dismissal as a "surprise initiated and concluded by Catalina's new parent company, Kayser-Roth Corp., in New York." Catalina, however, maintained Kayser-Roth does not choose agencies for its subsidiaries and said the move "was Catalina's . . . alone."

Merger Creates Adams & Keyes, a $16,000,000 Shop

NEW YORK, March 20—Burke Dowling Adams Inc. and St. Georges & Keyes are expected to merge next week into Adams & Keyes (AA, Feb. 16). The consolidation will create a $16,000,000 agency. St. Georges & Keyes personnel are expected to move into the Burke Dowling Adams offices here.

N. Y. Stock Exchange Shifts to Compton

NEW YORK, March 20—The New York Stock Exchange will move its advertising account to Compton Advertising May 20. Calkins & Holden, which recently merged with Fletcher D. Richards Inc., has handled the account since 1956. The exchange's current advertising budget is $1,000,000. Nearly 20 agencies reportedly have solicited the stock exchange account since Jan. 1.

(*Additional News Flashes on Page 93*)

Lestoil Is No. 1 Brand in '58 TV With $12,339,090

P&G Has 3 Brands in TvB Spot-Net List; Four Others Have Two Apiece

NEW YORK, March 18—The top tv advertised product in 1958—in terms of gross time sales only—was that muscling newcomer, Lestoil.

Adell Chemical's all-purpose cleaner placed first on a list of 22 leading tv-advertised brands com-

Lestoil president says overpricing by tv may bring U. S. probe. Story on Page 93.

piled by the Television Bureau of Advertising. The Lestoil figure, all of which went into spot, was $12,339,090.

Runners-up were Anacin, Kellogg, and Viceroy. All 22 budgeted more than $5,000,000 for time.

The standings would, of course, be a good deal different if talent and production costs were also considered. This would put Lestoil down the list and some big network tv spender on the top.

In terms of categories, drugs,

(*Continued on Page 89*)

Magazines Giving Top Coverage May (or May Not) Be Costlier: 'U. S. News'

'USNWR' Arms Salesmen With Massive Tabulations on Combination Buys

WASHINGTON, March 17—Automation has come to magazine market research, enabling *U. S. News & World Report* to provide its sales staff with an unusual sales tool. The magazine's compilation presents multi-magazine combinations to demonstrate the ability of magazines to cover the automobile market at reasonable cost.

Through the use of a high-speed IBM computer, the *USNWR* market research division pulled together in convenient form tables which show coverage of actual new car buyers by 14 leading magazines individually, and in 91 possible two-way and 364 possible three-way combinations.

The 14 magazines in the report are: *Better Homes & Gardens, Fortune, Holiday, Life, Look, National Geographic, The New Yorker, Newsweek, The Saturday Evening Post, Reader's Digest, Sports Illustrated, Sunset, Time* and *U. S. News.*

Coverage is expressed both in the percentage of the new car market which is reached and in number of buyers. This is done separately for the total market and for each of three price classes and also for small imported cars.

■ In turn, this information is interpreted in terms of cost in dollars for a four-color page in each magazine and combination in terms of unduplicated car buyers, and also on a cost-per-1,000 basis, again for unduplicated coverage through individual publications and combinations.

With over 130 pages of tabular material involved, officials of the magazine admit that the amount of detail is so immense that it is

(Continued on Page 94)

Plan Markets to Boost Profit, Dean Tells Media

General Media Can Mold Markets, McCann Exec Tells West Coast Admen

SAN FRANCISCO, March 18—Industrial diversification is shaping new consumer needs and interests and altering marketing and distributing patterns, Sidney W. Dean Jr., vp of McCann-Erickson, told the joint West Coast conference of the Audit Bureau of Circulations and the San Francisco Advertising Club today.

"Markets do not become marketing opportunities until they are converted into audiences for media," Mr. Dean said. "In the last analysis," he said, "markets are states of mind. They can be molded as well as identified by the images of the media that serve them."

■ Mr. Dean, who is a director of ABC, pointed out that shifting geographic patterns of living and shopping are shaping new markets for newspaper development. "Advertisers," he said, "are searching for more flexible media to match against the distribution areas of new markets and shopping centers. Even in independent communities which could be characterized as 'suburban,' there is already about 6,000,000 selective newspaper circulation.

"With the maturing of the marketing concept," Mr. Dean said, "marketing planning for profits will supersede pure volume objectives."

■ Mr. Dean emphasized that full-line marketing treated all of the channels of communications as "media," including personal selling, promotion and advertising. He reminded publishers that advertising expenditures in the general media—both publications and broadcasting—totaled $6.5 billion a year, but that advertisers them-

(Continued on Page 36)

Goodyear Wheels Mexican Business From Y&R to McCann

MEXICO CITY, March 17—The big news of the year in Mexican advertising circles was the switch last week of the Goodyear Tire & Rubber Co. account from Young & Rubicam's Mexico City branch to McCann-Erickson's local office.

Goodyear, one of the largest advertisers in Mexico, spends an estimated 8,000,000 pesos ($640,000) yearly, of which some 5,000,000 pesos ($400,000) are billed through the agency.

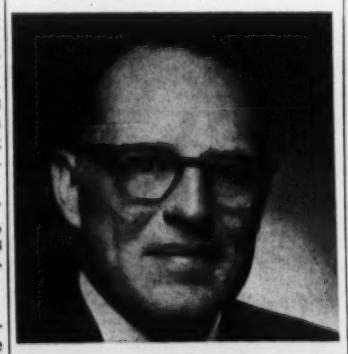
Goodyear, known as a very demanding client in Mexico, had long been handled at Y&R under the personal supervision of James Stanton, who resigned March 1 as manager to enter other fields in Mexico. Local advertising experts have been predicting that Goodyear would make a change. Joseph H. Vaamonde, formerly assistant manager of Y&R's San Juan office in Puerto Rico, succeeded Mr. Stanton.

■ Last week, with a handshake between George Manning, president of Compania Hulera Goodyear-Oxo, and Roland (Ronnie) Walch, manager of McCann, Goodyear moved the half block from Y&R to McCann-Erickson.

Young & Rubicam is Goodyear passenger tire agency in the U.S., but McCann is no stranger to the account overseas. It is already working for the tire company in Brazil, Argentina, Peru, Puerto Rico, France, Belgium and Germany. In the U.S. McCann services Esso's Atlas tires. #

Breen Joins Schaller

J. Quentin Breen has joined William Schaller Co., West Hartford, Conn., as an account executive. He formerly was manager of the sales development department of the Phoenix of Hartford insurance companies.



GEORGE M. McCOY, *formerly marketing vp of Borden Foods Co., has joined National Biscuit Co., New York, in the new post of director of marketing for the special products division, producer of the Dromedary line, pet foods and cereal.*

TOASTERS—*Walter Guild and Dan Bonfigli smile as they prepare to drink a birthday toast. Dave Bascom appears to be about to gargle his. The three agency principals may be identified by the letters on their toppers.*

Look Ma, No Inhibitions . . .

Ads Are Offbeat, but There's Nothing Unconventional About GB&B Billings

At 10th Birthday It Has 8 Clients (None Local) and $12,000,000 Volume

SAN FRANCISCO, March 20—By the end of March, 1949, its first full month as a new San Francisco advertising agency, Guild, Bascom & Bonfigli had a staff of four (a stenographer, plus the three partners, Walter Guild, Dave Bascom and Dan Bonfigli), five accounts and a billing for the month of $10,000.

This month the agency celebrated its 10th anniversary, with the same three partners, four branch offices (Hollywood, Seattle, Chicago and New York), 90 employes, eight accounts and a February billing in excess of $1,000,000.

The total billing for the first year of GB&B's existence amounted to $30,000. Anticipated billings for 1959 exceed $12,000,000, a gain of 4,000%. Of the eight accounts, four will bill $1,000,000 or more; two will be in the $500,000 bracket and two will bill $250,000.

■ The biggest account, Ralston Purina Co., St. Louis, on the basis of trade estimates, will budget more than $6,000,000 to advertise Rice Chex, Wheat Chex, Ry-Krisp and Instant Ralston.

Of the eight accounts currently handled by GB&B, one, Harry & David Bear Creek Orchards, Medford, Ore., has been with the

(Continued on Page 14)

Storer Buys KPOP Radio

Storer Broadcasting Co., Miami Beach, has purchased KPOP, Los Angeles, from Standard Broadcasting Co., Los Angeles, for $900,000, subject to FCC approval. With the addition of KPOP, Storer must divest itself of one of its seven presently owned radio stations, the maximum allowed by the FCC. KPOP, a 5,000-watt station, has an application on file for 50,000 watts.

'Swing Into Spring' Theme to Be Played Again by Texas Co.

NEW YORK, March 17—The Texas Co. is building its entire spring promotion around Benny Goodman and his band for the second straight year.

The campaign will offer a 12-inch LP album, "Swing into Spring," featuring Goodman playing 11 swing classics. The album, a $3.95 value, is offered for $1 plus a coupon obtainable only from a Texaco dealer.

The album name will also be used as the campaign theme to suggest that customers "Swing into Spring with a Texaco Safe-T Check-Up."

The campaign starts with an hour-long "Swing into Spring" tv spectacular April 10 on CBS-TV, starring Mr. Goodman and an all-star cast including Ella Fitzgerald and Peggy Lee.

The next day a radio and tv spot campaign, involving 70,000 spots, will begin in more than 100 markets.

■ The high spot of the print part of the campaign will be a special ad in the April 18 *Saturday Evening Post* consisting of three full pages and a vertical half-page flap. The opening page of the ad shows a large picture of Goodman holding up his clarinet and the $1 album. The rest of the ad—a spread plus the half-page flap—promotes the Texaco Safe-T check-up.

The rest of the magazine budget

(Continued on Page 65)

BBDO Washes Wildroot Right Out of Its Hair

40-Year Relationship Ends Because Colgate Is in 'Conflict' with Lever

NEW YORK, March 17—You can't blow soap bubbles for Lever and Colgate out of the same pipe.

Batten, Barton, Durstine & Osborn found this out today when it was announced that the agency and Colgate-Palmolive Co. have "mutually agreed" to terminate advertising for Wildroot products effective March 31. The reason given was "conflicting interests" existing within the agency.

Thus ends a pipe dream by BBDO, which cherished the hope that it could work for Lever Bros. and Colgate simultaneously.

■ A new agency has not been announced for the account, believed to bill better than $3,000,000, but it was expected that the selection would be made from among those shops already serving Colgate's

(Continued on Page 69)

Silversmiths to Run 13-Page Contest Ad in April 'Seventeen'

NEW YORK, March 20—The Sterling Silversmiths of America breaks a 13-page spring promotion in the April issue of *Seventeen* aimed at this year's 700,000 graduating high school girls.

A $14,000 sweepstakes-type contest drawing will be announced in an opening ad, followed by 12 pages of product advertising by sponsor companies. The $14,000 in prizes is in the form of scholarships, cash equivalents or sterling merchandise, awarded to 1,361 winners.

Sponsoring companies are the Alvin Corp., Gorham Co., International Silver Co., Samuel Kirk & Son, Lunt Silversmiths, Reed & Barton, Towle Silversmiths and R. Wallace & Sons Mfg. Co.

■ The contest opens April 1 and closes May 30. Girls must visit their local sterling dealers to fill out entry blanks. Dealers are being supplied with kits for local-level promotion and *Seventeen* will have an editorial color spread on "The Magic of Silver."

Fuller & Smith & Ross is the agency for Sterling Silversmiths. #

NEW SPACE UNIT—*This is the center spread in a color ad Texaco will run in the April 18 Saturday Evening Post. When folded one way, the half-page flap shows the points Texaco dealers check on the inside of a car; when folded the other way, the flap shows the points to be checked on the outside. The company figures the flap cost an additional $4,000 in space and production.*

McCarty Bustup Ends 'Convenience Marriage': Persons

Account Lists Stay Put; Disagreement on Client Service Led to Breakup

NEW YORK, March 18—Howard Persons, president of McCarty Co. Advertising Inc. of New York, today cited "differences in outlook" as the reason for his agency's breakup with McCarty Co. of Los Angeles (AA, March 16).

"We simply agreed to disagree," he said. The differences arose in areas of agency growth, client service and international activity, according to McCarty people here.

Mr. Persons called it "fortunate" that there had been no actual merger of the two agencies when they became affiliated in 1954. The New York company was formerly known as Laughlin-Wilson-Baxter & Persons.

While it had assumed the McCarty name five years ago, the New York shop continued as an autonomous locally-owned operation. It gave eastern service to McCarty clients in return for similar service in the West for its clients.

■ "This was a marriage of convenience," Mr. Persons explained today. "We never really slept together."

Mr. Persons said the management group here had not decided yet on a new name for the agency. The McCarty name must be dropped within the next two months.

No changes are expected on the client roster, since the New York and Los Angeles chapters of the agency each had its own list of accounts.

Mr. Persons' shop employs about

(Continued on Page 32)

Checking Bureau Broadens Service: May Handle Billing

NEW YORK, March 17—The time when an agency can receive a single bill and send out a single check for a widespread newspaper campaign may be getting appreciably closer.

Edward Crimmins, sales director of the Advertising Checking Bureau, New York, said his company has moved one step closer to providing such a service with the establishment of a new central checking department. Once this is established, services for agency billings departments may be added, he indicated.

■ The new department, now being instituted, Mr. Crimmins explained in a talk to the Advertising Agency Financial Management Group, provides the service normally done by the agency's checking department.

ACB already handles the distribution of tearsheets to agencies (as proof an ad has run) for most newspapers. With this added service, an agency can send copies of its insertion orders to ACB, which will check the tear sheet to make certain the ad ran as ordered, with regard to size, copy, position, etc. In some instances, this will even eliminate the need for sending the tearsheet on to the agency or advertiser.

After the ad is checked, Mr. Crimmins said, "we verify your insertion order and pass it on to you so that payment can be made. In those instances where the ad is not

(Continued on Page 68)

Walbridge Bernard Treyz Beckman

HUDDLE AT NAB—*T. R. Walbridge, KTRK-TV, Houston, gets the full attention of Oliver Treyz and Al Beckman of ABC-TV and Joseph Bernard, KTVI, St. Louis, in this between sessions confab at the annual National Assn. of Broadcasters convention in Chicago.*

New Car Drive Set in 200 Cities for April 6-18

DETROIT, March 20—Close to 200 city areas in the U.S. and Canada already have been organized for the April auto sales promotion effort being staged by newspapers in cooperation with dealers, and meetings to increase that number are continuing.

Roland O. Postel, national automotive sales manager for the Bureau of Advertising of the American Newspaper Publishers Assn., who is coordinating the campaign from his Detroit office, said participation is surpassing expectations. He said the slogan "Live better by far with a brand new car" is being presented to dealer groups throughout the country by newspaper representatives using 600 especially prepared promotional kits. Dealers are being offered a 282-piece promotion kit designed and produced by Merrick Lithographing Co., Cleveland.

Auto manufacturers also are aiding the dealers, through Detroit, zone and regional offices, by supplying special advertising and publicity aid and material. Dealers in each market area are being urged to develop their own special features and promotions.

■ Participating newspapers, in many instances, are donating free advertising space, supplementing individual dealer advertising and backing this with editorial support, pointing up the good effects which a healthy automotive market has on the national economy.

While not the same, the program this year has picked up the best features of last year's "You Auto Buy Now" campaign.

The effort has specific dates of April 6-18 but will be pushed broadly through the entire month of April, Mr. Postel said. #

Miller Concentrates New Ad Campaign on 'Golden' Six-Packs

MILWAUKEE, March 17—The Miller Brewing Co. is setting the stage for what it says will be the largest promotion it has ever sponsored.

The campaign will be built around the theme, "Good taste picks the golden six," and feature the gold six-can pack of Miller High Life beer.

Magazines, newspapers, television, 30-sheet posters, painted bulletins, radio commercials and a variety of merchandising aids will be used.

The campaign will mark the first time in Miller's history that a national advertising program has been focused exclusively on Miller High Life in cans instead of in its distinctive, clear bottle.

■ Charles C. Davis Jr., Miller's director of marketing, said the change was prompted by the growing trend toward outdoor living and the increasing popularity of canned beer.

The brewery has selected May and June as the strategic time to start the push for Miller sales, as they tie in with the start of the beer-consuming season.

Color spreads developed by Mathisson & Associates, Milwaukee, will appear in the May 9 issue of *The Saturday Evening Post*, June issue of *McCall's* and the June 23 issue of *Look*.

■ Prior to the appearance of the spread retailers will be told of the Miller High Life promotion through a two-page gold foil insert in trade books urging dealers to "join the gold rush with the Golden Six."

Publications scheduled to carry the foil insert include the *California Beverage Journal, Chain Store Age, Food Topics, Liquor Store, Nargus Bulletin, Package Store Management, Progressive Grocer* and *Super Market Merchandising.* #

ONE OF TWO—*Miller Brewing Co. expects one of every two adults in the U. S. to see this two-page color spread in Look, McCall's and The Saturday Evening Post.*

Spot Radio Can Reach $500,000,000, NAB Told

Improve Programming, Firm Up Rate Policies, Sell Hard, Group Told

CHICAGO, March 18—Radio station operators perked up at the promise this week that radio spot sales can reach $500,000,000 a year, if they continue improving their programming and sell hard.

"Top 40 Tune" programming came in for rough criticism by all five members of a programming panel Monday at the first of three radio sessions held at this year's National Assn. of Broadcasters' convention.

A crowd of more than 700 station executives was reminded repeatedly that adult women who do most of the family buying ordinarily aren't interested in records about "Yellow Shoe Laces," or "Cha Cha Rock." They were advised that radio's programming opportunities are in programming with "courage, guts, daring and imagination" which meets the needs of the local community.

■ At the same session, a panel from the Station Representatives Assn. told radio station operators that spot sales can be greatly increased if stations "firm up rate policies, bury the negative selling" and back up the reps in showing advertisers the advantages they can get from radio alone.

NAB Convention

In a coordinated presentation, three spokesmen from the SRA group told how their organizations have been expanding their staffs to include research efforts, promotion men and specialists.

"Their biggest job," according to Morris S. Kellner, vp, Katz Agency, "is to equip the salesman with information he needs to sell time to advertisers."

Arthur H. McCoy, exec vp, John Blair & Co., said the reps are determined to see that big national advertisers get the "right" perspective on radio.

Because so many advertising and agency people think in terms of newspapers, magazines or tv which offer sight, "we have to excite them about the use of sound all by itself," he said.

■ "The spot representative doesn't feel that spot radio should be rele-

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'Why Ain't It Rich?' . . .

Radio Men Listen to Sweeney Sell, Sponsor Gripes

CHICAGO, March 17—Kevin Sweeney, radio's most zealous missionary, first told his audience of broadcasters at the NAB how good their medium is, then how poorly they were selling it and what they should do to remedy the situation.

Mr. Sweeney, head of the Radio

NAB Convention

Advertising Bureau, teamed with RAB vp John F. Hardesty in a candid presentation that was designed to send the radio men back home to boost their billings.

In answer to their self-posed question: "If radio's so damned good, why ain't it rich?" Messrs. Sweeney and Hardesty passed along to the broadcasters some of the comments top local, regional and national advertisers have been making about them. As an added touch of dramatics, some of the sponsors' criticisms were presented in their own taped voices. The

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BAR Exaggerates Extent of Dubious TV Practices: TvB

NEW YORK, March 17—The Television Bureau of Advertising's reaction to the BAR's study on tv's so-called questionable practices was to cry foul in a press release.

After patting tv on the back for policing itself—"something no print media has ever done"—the statement from Norman E. Cash, head of TvB, said the BAR report will provide the competition, that is, print media, with an excuse for anti-tv headlines.

■ To summarize the bureau's rebuttal to the BAR findings, the TvB asserted:

• Though the casual reader might think this report applied to all of television, it covered markets including only about 15% of the tv homes in the country.

• The use of two one-minute announcements separated by a 10-second spot in participating programs, particularly movies, is an acceptable industry technique that should not be included in a count

(Continued on Page 68)

CBS-TV Finds It 'Looks Good' in New Image Study

Only in Cost-per-1,000 on Daytime and Nighttime Do Competitors Excel

CHICAGO, March 17—A "profile" study of the CBS Television Network turned out to be a very successful one for CBS in all areas—except the cost-per-1,000 of daytime and nighttime shows.

Speaking at the annual general conference of the CBS-TV network affiliates last weekend, William H. Hylan, vp of sales administration, disclosed the results of an "image" study of the network which was done by Audits & Surveys Co., New York.

The study was conducted among 104 key agency executives from 30 agencies which account for 85% of all network tv billings, Mr. Hylan said, and 35 key ad executives with national advertisers.

■ Following are some of the questions put to the executives and their answers. Some of the totals amount to more than 100% because some of the executives named more than one network in answering the questions.

• **What kind of a programming job do you feel the tv networks do?** A total of 11% rated programming excellent; 48% good; 34% fair, and 3% poor. Four per cent had no opinion.

• **Which tv network does the best**

(Continued on Page 91)

Lanolin Plus Puts $7,500,000 in Spot TV Time

CHICAGO, March 19—Lanolin Plus Inc. has contracted for $7,500,000 of spot tv time to be spent on local and network tv between now and December, 1960. The tv time purchase is believed to be one of the largest ever contracted for by an individual company.

The campaign, which got under way this past Monday, will carry Lanolin's ads into all three networks, ABC, CBS and NBC. Local tv stations of the nets will get the major portion of the spot business, Lanolin says.

The spots will be used in 193 markets altogether. In the 53 principal markets the campaign will be at saturation pitch.

Dunnan & Jeffrey Advertising, Newark, places all of Lanolin's tv and radio ads. Erwin Wasey, Ruthrauff & Ryan, Chicago, places the print ads and handles all creative work.

■ Benefiting from the drive will be Lanolin's line of cosmetic and pharmaceutical products, a line that has just been expanded (AA, March 2) by Lanolin's acquisition of VCA Laboratories, New York, from Rexall Drug Co. VCA's best known product is Rybutol.

Rybutol will be the subject of what Lanolin describes as "a $1,000,000 ad and publicity campaign" the company is now planning and expects to have under way this June. The media lineup for this promotion has not been revealed.

Lanolin Plus, meanwhile, will move its headquarters to 37 Empire St., Newark, N.J., early this May. Its laboratories, however, will remain in Chicago. #

KPLR-TV to Bow as 4th VHF in St. Louis

A new tv station, KPLR-TV, will begin its broadcasting activities in mid-April as the fourth vhf station in St. Louis. KPLR-TV will carry approximately 41 St. Louis Cardinal baseball road games under sponsorship of Anheuser-Busch, St. Louis, with the first scheduled for April 28. Last year a schedule of Cardinal road games was carried on KTVI-TV, under sponsorship of Anheuser-Busch.

The new station is owned by 220 Inc., new company headed by Harold A. Koplar, whose family also owns the Chase Hotel and Park Plaza Hotel in St. Louis. James L. Caddigan is exec vp and general manager. James E. Goldsmith is director of sales, and James Castle director of public relations and community relations. Temporary studios and offices are in the Park Plaza Hotel.

CBS Promotes Swearingen

George R. Swearingen Jr., sales manager of the Atlanta office of CBS Radio Spot Sales, has been named an account executive in the New York office. Mr. Swearingen succeeds Ray H. Kremer, who was promoted to eastern sales manager of the company.

Highlights of This Week's Issue

One of the important attributes of advertising is its ability to enhance the capital value of a company, Marion Harper Jr., head of McCann-Erickson, tells St. Louis Four A's and University of Missouri school of journalism ..... **Page 1**

Warner-Lambert, which consolidated its toiletry, cosmetics and proprietary marketing a year ago, takes them apart again to form a new division, to be headed by George J. Abrams ..... **Page 1**

U. S. News & World Report embraces automation to arm its salesmen with massive tabulations on combination buys ..... **Page 2**

Markets are a state of mind, and general media can mold their markets to match new distribution areas for greater profit, Sidney W. Dean, McCann-Erickson vp, tells West Coast admen ..... **Page 2**

Guild, Bascom & Bonfigli, purveyor of the offbeat in advertising and recipient of $12,000,000 in billing per annum, celebrates its 10th anniversary this year ..... **Page 2**

Southern Pacific Co.'s inadequate advertising is blamed in part for passenger service losses by California public utilities commission ..... **Page 1**

Batten, Barton, Durstine & Osborn loses pipe dream of having both Lever and Colgate-Palmolive for clients at the same time after Wildroot is bought by Colgate; BBDO gives up $3,000,000 billing on Wildroot account ..... **Page 2**

Texas Co. will build its entire spring campaign around Benny Goodman and a "Swing into Spring" theme for the second consecutive year ..... **Page 2**

McCarty Co. of New York dissolves "merger" with McCarty Co., Los Angeles, termed merely a marriage of convenience. "We never really slept together," one principal says ..... **Page 3**

Radio station operators are told that spot sales can hit $500,000,000 a year if they improve their programming and sell hard, at the National Assn. of Broadcasters convention ..... **Page 3**

April will see an auto sales promotion effort staged by newspapers in 200 cities in cooperation with dealers, with more cities signing up for the effort before then ..... **Page 3**

"Image" study of CBS Television shows the network in a good light in all areas except in the cost-per-1,000 field, CBS affiliates are told at pre-NAB convention get together ..... **Page 3**

Miller Brewing Co. sets largest promotion it has ever sponsored around theme of "Good taste picks the golden six" ..... **Page 3**

Distillers used more magazine advertising than in the previous four years during last year's recession period, True reports ..... **Page 10**

Diner's Club Magazine, now published seven months a year, will shift to a monthly basis in June because of increased ad revenue ..... **Page 11**

Conover-Mast is exploring other acquisitions after buying Electrical Manufacturing, but this represents no change in policy, Advertising Age is told ..**Page 18**

Lever Bros. broke all records in 1958 with $362,600,000 in business and a net profit of $10,100,000 ..... **Page 19**

Post Office shows off new equipment for postal handling in Washington to congressmen; hopes to get new devices ..... **Page 20**

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The Sun shines on the arts

Though a paper's main purpose is news,
And poetry plays but small part—
By your leave, we will borrow that Muse
This once—to expound on the arts.

Interspersed through our pages you'll find
(Alongside advertisements, too!)
The keenest of critical minds
Espousing their own point of view.

Be it TV or music or books,
The fine arts, new movie or play—
The reader in Baltimore looks
To see what The Sun has to say.

With our experts he won't always side,
Our "turkey" may well be his meat.
But one thing he'll gladly confide—
Our flavor and style can't be beat.

This flavor—this style—is a "plus"
In the Sunpapers all the way through.
It helps direct readers to us
And, in turn, we direct them to *you*.

Music Notes

Beethoven Concert

By WELDON WALLACE

Mieczyslaw Horszowski, who gave a Beetho... program at ...seum of Art ...nts the pre-...spean tradi-... Casals and ...ans of like ...

Of Stage And Screen

Witch On A Prowl

By R. H. GARDNER

REGARDLESS of what you might think of Kim Novak's acting abilities, she makes an excellent witch—as evidenced by "Bell, Book and Candle" at the Stanley. ...sun, almost superhumanly ... with the theme ... is ... of his ...

Books And Authors

By JAMES H. BREADY

PYKE JOHNSON, JR., is happy to report that, along publishers' row, things are right fine. The trade is turning out new books at the best postwar rate yet (maybe prewar too, but the old figures raise definition problems—e.g., how many pages make it a book?) The country's title total for 1958 was 11,012, not counting new editions of backlist books. They said, too: the book business ... whole was not ... by ... the entire book-publishing industry, alongside the librarians. The result, last March, was a middling loud noise.

More routinely, over the years, Johnson has worried with the writing and distribution of handouts, the arranging of interviews, the staging of occasional autograph parties, the sending out of review copies. The standard $3.95 novel, if there is such a thing, will go out to book editors on 150 to 175 newspapers and magazines; it will get a review, or a notice, in perhaps 100. Costs forever rising, the novel (supported by an advertising campaign well ... the under ... must sell ...

Look and Listen with Donald Kirkley

"Meet Mr. Lincoln," a "Project 20" production ...

Art Notes

Gyorgy Kepes Exhibition At Museum

By KENNETH B. SAWYER

GYORGY KEPES has been known to most of us since 1944 as the author of the standard textbook of design, "Language of Vision" and, since 1946, as one of Amer... distinguished teach... birth, ... unflagging interest. Not that creative intensity was not to be expected—far from it, but what is surprising is that that creative intensity has held the naturalistic line so tenaciously.

If Kepes may be said to have influence... are Jap... compositional devices (driving diagonal lines, a reticulate mass center left) and the texture achieved by means of sandy soil mixed with the pigment.

Fine And Sensitive

In the dunes and sea calligraphy pictures, I ... results less sati... ...l to ... the limits of its square or rectangle. When matter becomes intrusive, the work is likely to degenerate into propaganda. That it seldom does in the prints of Goya ... lot is a tribute.

Both ... Monet, but ... from the ele... of the Eighteenth Century.

This is a superb work, and it was interpreted splendidly.

The Baltimore Sunpapers

ABC circulation: Combined Morning and Evening 410,945—Sunday 314,229

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

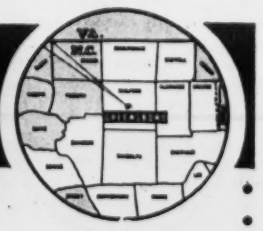
"This is the size we use in the Growing Greensboro Market!"

Take a look at the figures and you'll know that the only thing going to the dogs in the growing Greensboro market is dog food. There are more than 1,000,000 people within a 50 mile radius of Greensboro. It's one of the top distributing centers in the South, and the center of the greatest manufacturing area in the South. Greensboro Metropolitan Market is 15th in total retail sales, 20th in total income, 23rd in number of families, in the South. Sales come easier when you use the Greensboro News and Record consistently. Over 100,000 circulation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

To Move Goods Fastest

BUY THE BIG ONE—This Week MAGAZINE

Read why top food chain executives from coast-to-coast say: "The ads you run in THIS WEEK move the goods—get the sales—make for faster turnover."

ARTHUR ROSENBERG

VICE-PRESIDENT, Food Fair Stores, Inc., Philadelphia, Pa. 384 stores. $725,000,000 annual volume.

"The advertising power of THIS WEEK is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK Magazine, in effect paves the way for quick turnover of national-brand merchandise in our supermarkets."

A. D. DAVIS

PRESIDENT, Winn-Dixie Stores, Inc., Jacksonville, Fla. 494 stores. $621,291,434 annual volume.

"May I pay my respects to the super-magazine of this nation, THIS WEEK Magazine, which packs a real sales wallop for those products regularly advertised. THIS WEEK really moves the goods."

NATHAN W. LURIE

VICE-CHAIRMAN, A.C.F. Wrigley Stores, Inc., Detroit, Mich. 197 stores. $375,000,000 annual volume.

"For many years we have studied the results of national campaigns in newspapers, magazines, and on radio and television, and it is our conclusion that the most potent pre-selling influence in print is THIS WEEK Magazine."

PAUL J. CUPP

PRESIDENT, American Stores Co., Philadelphia, Pa. 828 stores. $847,918,175 annual volume.

"THIS WEEK Magazine is one of the truly productive advertising media available to producers of food products and household goods. We have this feeling not only because of your tremendous circulation, but because the content of THIS WEEK makes it a logical meeting place for housewives and products."

EDWIN J. FOX

PRESIDENT, Fox Markets, Inc. Los Angeles, Calif. 40 stores. $100,000,000 annual volume.

"For some time now, I have been meaning to tell you what a great job THIS WEEK Magazine does for the products we sell. We, in this end of the business, have increasingly become conscious of how THIS WEEK moves goods across the counters of our stores, in volume and profitably."

GERALD A. AWES

PRESIDENT, Lucky Stores, Inc., San Leandro, Calif. 110 stores. $180,000,000 annual volume.

"Across the years, we at Lucky Stores have observed that we enjoy rapid turnover of goods when the suppliers are regularly advertising in the pages of THIS WEEK Magazine. Time after time, we have had the opportunity to see advertising campaigns scheduled in THIS WEEK Magazine move tremendous quantities of merchandise through our stores."

...the biggest thing in print

...moves <u>your</u> goods the fastest!

circulation 12,640,045

This Week in Washington . . .

Ads Overstress U. S. Science Skill, Encourage Economic Waste: Rickover

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 19—Not so long ago, a tv comedian could always draw a laugh with a joke about Russian inventions. Soviets were claiming to have been first with almost everything—and every good American knew better.

Now, that super iconoclast, Vice-Adm. Hyman G. Rickover, has come along and suggested that some of our claims about U. S. technology and U. S. economic ingenuity are no more factual than those Russian claims of a few years ago.

Our material success, Adm. Rickover says, stems to a degree from the "fortuitous circumstance" that American colonists happened to take from the Indians a valuable piece of real estate.

And modern technology is by no means a unique American achievement, he comments, although "this illusion is nourished by our mass media, advertising having made of bragging a fine art.

■ "To look at the splendid color layouts and the jubilant reports of new inventions, discoveries, gadgets and nostrums," Adm. Rickover complains, "one would never guess how much we owe to Europe in basic research—that fountainhead of technology—or how impressive is Europe's scientific creativity—the most important human talent in this scientific age."

Lately, Adm. Rickover has displayed impatience with mass media and education.

He believes that advertising is encouraging Americans to squander our natural resources.

"We are drawing on a bank account that nature took billions of years to build," he once told me at a party. "This is the heritage of future generations, and we are using it wastefully."

Similarly, he is fearful that our educational system may fail to produce the kind of citizens that will be necessary in the kind of technical world that is ahead of us.

Democracy will be demanding more and more from its citizens in terms of knowledge and judgment, he warns. Educational standards must be raised, he says, so that Americans will achieve higher levels of political maturity.

Russian No TV Star: Strauss

It's too bad that Commerce Secretary Lewis L. Strauss wasn't on the National Assn. of Broadcasters convention program. He could have given the broadcasters some observations which would have provided ample reason for them to be proud of themselves and their medium.

In an appearance before the Senate committee on interstate and foreign commerce this week, he told senators that the Russians were pulling all the stops in their economic offensive against the West, and that "we don't know how far it will go." The recent visit of Soviet Deputy Minister Anastas I. Mikoyan had been "a very considerable propaganda victory for the Russians," he pointed out—"until Mr. Mikoyan appeared on a nationwide tv program, and then addressed the National Press Club."

Through staged publicity gimmicks, the Soviet minister projected a big, friendly picture of himself in the news columns of the press. But standing out in the open, where the public could see and hear him, his hostile statements "probably pulled the rug out from under the impression he had been creating," in the opinion of Secretary Strauss.

SHHHH—*The York division of Borg-Warner, York, Pa., features quietness and quality of its air conditioners to run in newspapers during 1959. York reports a record order volume during January and February. Keyes, Madden & Jones, Chicago, is the agency.*

Celler Likes All-Spot Idea

Rep. Emanuel Celler (D., N. Y.) would hardly have endeared himself to a session of the convention of the National Assn. of Broadcasters.

His investigation of tv's business practices two years ago was a major factor precipitating the current deadlock between the Federal Communications Commission and Department of Justice over the legality of option time arrangements.

Now Rep. Celler is back from abroad with some new views. He says perhaps U. S. broadcasting ought to go to the magazine format, with advertisers buying spots instead of programs.

Tax Men Hit Call Girls

Thank you, Mr. Murrow. Those sentiments are from Dana Latham, chief of the Internal Revenue Service, who has his investigators looking into the call girl situation described recently in the famous CBS report on immorality among business men.

The commissioner hasn't indicated whether it is the business men or the call girls who are being investigated, but he told inquiring congressmen that on the basis of the Murrow broadcasts special investigations are under way in New York, Chicago and Cleveland.

Syndicating by U.S. Is Hit

Treasury's savings bond division found itself on the congressional mat the other day for sending out a sales letter offering 1,700 newspapers a free weekly pictorial feature called "Science Notebook." One of the newspapers thought this represented a wasteful activity, and a member of the House appropriations committee soon received a blast contending that the government ought to get out of the feature syndicating business.

In the showdown, savings bond officials pointed out that "Science Notebook" replaces an older, and somewhat shopworn, feature called, "The Truth Is . . ." On the basis of a single mailing, it was ordered by 237 newspapers. At $50 per newspaper for the equivalent advertising space, the dollar contribution of these 237 newspapers would be $12,000, a Treasury memo pointed out.

Produced by U. S. Pictorial, a New York studio, the feature costs $360 weekly, including art and mats. That's a 33-1 return, the congressional investigators were told.

MARKETING QUIZ

If you were after

the $17.5 billion mass feeding market

which man would you sell?

Mr. A
Mr. B
Mr. C
Mr. D
Institutional Feeder
Our customers are "captive." Feeding is not our primary interest. To sell us you have to be the low bidder.
Incidental Feeder
Here, feeding is a sideline... a convenience. Our daily volume isn't large.
Small Commercial Feeder
Attracting and pleasing customers is important to me—but my buying power is limited.
Large Commercial Feeder
I must give my customers good food, service and decor and I have the money to do it.

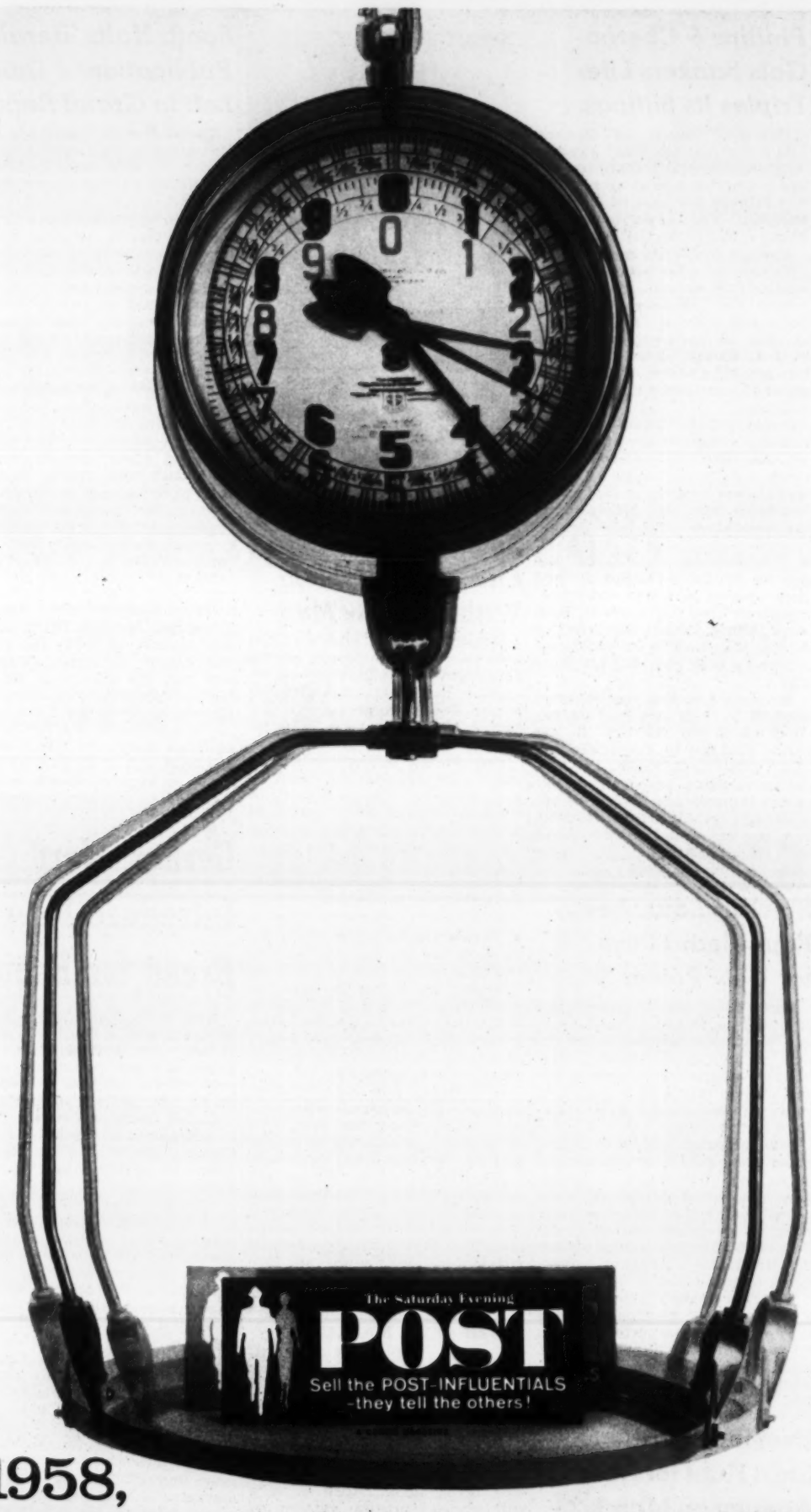
THE FIGURES. There are 152,000 institutional and 200,000 incidental feeding operations (Mr. A and Mr. B). Combined, they account for only 28.8 per cent of all the meals served away from home. The remaining meals, 71.2 per cent, are served in commercial restaurants (Mr. C and Mr. D). Thus, the 230,000 commercial restaurants are the "profit core" of the feeding industry. In "the *heart* of the profit core" are 55,000 large commercial feeders who do 80 per cent of the commercial business.

THE ANSWER is, of course, Mr. D. The large commercial feeder is the number one sales target. He has volume and the ability to buy new and better products. In fact, to stay in business, he *must* constantly improve his operation.

The award winning features in American Restaurant Magazine help the large commercial feeder keep his food, service and decor top-grade. This is the only magazine that concentrates on Mr. D and doesn't get sidetracked with Messrs. A, B and C. That's why American Restaurant has more subscribers in "the heart of the profit core" than any other publication. Want to know more about Mr. D? Send for these marketing tools: *1959 Restaurant Market & Sales Analysis; 1959 Subscriber Analysis; Readex Readership Reports.*

american RESTAURANT

PATTERSON PUBLISHING CO
5 SOUTH WABASH AVE
CHICAGO 3, ILL



In 1958, The Saturday Evening Post was the only magazine in its field to gain in FOOD ADVERTISING

1958 was the year of the revolutionary media breakthrough—Politz' study of Ad Page Exposure. And 1958 was the year the Post, alone in its field, weighed in with a healthy gain in food advertising revenue. With the help of 23 new food advertisers, food revenue scaled a new height with an increase of over $860,000*. And '59 looks even heftier. The opening month's food linage was a whopping 27.5% ahead of last January's, and double the number of food-store advertisers are signed up for the '59 "Food Store Spectacular" as were at this time last year. Hearty appetite!

*P.I.B.—F100

29 million times each issue, someone turns to <u>your</u> ad page in the Post! That's Ad Page Exposure!

Schenley Sets $300,000 Bourbon Push in N.Y.

Three Brands Will Have an Ad a Day in Dailies in Drive Ending June 1

NEW YORK. March 19—Between now and June 1, Schenley Industries will spend $300,000 in 27 newspapers in the metropolitan New York market area to promote three of its major brands of bourbon whisky. The three brands are I.W. Harper, Ancient Age and J.W. Dant.

Sidney Stricker Jr., advertising director, said each brand will have an ad every day, and that each insertion will be either 800- or 1,200-line size. Mr. Stricker described the campaign as "the greatest all-out bourbon push in the company's history."

■ The program is being launched, he said, to take advantage of the rapid swing toward bourbon by New York consumers.

It will be remembered that Schenley sponsored a Bourbon Institute program last fall (AA, Oct. 13), and that National Distillers Products Co. last month launched a bourbon drive in metropolitan dailies which calls for a schedule of 42 ads a month through the remainder of the year (AA, Feb. 9).

■ Schenley's current schedule includes the seven major New York dailies, plus the *Amsterdam News, Journal of Commerce, Newsday, Wall Street Journal*, three papers on Staten Island and Long Island, nine papers in Westchester county, and Bridgeport, Greenwich and Stamford dailies.

Kleppner Co. is the agency for I. W. Harper bottled-in-bond and 86-proof bourbon and also for J.W. Dant bonded and straight.

Doyle Dane Bernbach Inc. is the agency for Schenley's Ancient Age. #

'Post-Intelligencer,' KABC-TV Winners in General Mills Contest

MINNEAPOLIS, March 19—The *Seattle Post-Intelligencer* and KABC-TV, Los Angeles, are the winners in their media groups of the merchandising contest General Mills sponsored last October and November for media handling the introduction of the company's Protein Plus hot cereal (AA, Oct. 20).

The two winners will each receive the cost of a half-page ad in ADVERTISING AGE—$586.25. (The winners gain twice, since a rate increase was instituted by AA late last year. When the contest was announced, the half-page rate was $551.25.)

General Mills advertising personnel judged the entries on the basis of the originality of the merchandising ideas used and the extra services offered by the media, rather than on the sheer size of the media's dollar investment in them, the company says.

Knox Reeves Advertising handles the account. #

Braun Named Ad Manager

Walter Braun, who has been with the commercial department of the Swiss Foreign Service in New York since 1947, has been appointed advertising manager of Paillard Inc., New York. Paillard is the U.S. subsidiary of the Swiss manufacturer of Bolex movie cameras, Kern-Paillard movie lenses and Hermes typewriters.

Phillips & Cherbo Gets Bankers Life; Triples Its Billings

CHICAGO, March 19—Bankers Life & Casualty Co. today awarded its $1,000,000-plus account to Phillips & Cherbo, a local agency that had billings last year of less than $600,000. The appointment becomes effective April 1.

Phillips & Cherbo won the nod over some 37 other agencies which solicited the account that was resigned last January by Grant, Schwenck & Baker (AA, Jan. 26). Of the 38 agencies interviewed by J. L. Parkin, advertising director, and Ed Condon, his assistant, about 15 were asked to make presentations.

Bankers Life, which sells nationally a wide range of life and accident insurance under its White Cross plan, said Phillips & Cherbo was chosen because of its "youth, flexibility and response-advertising orientation."

■ The winning presentation was put on by John Phillips Jr. and Jack Cherbo, president and vp respectively of the agency. Both were former account executives of Arthur Meyerhoff & Co. before establishing their own shop six years ago.

Banker's Life last year invested $400,000 in radio (the Paul Harvey show on ABC), $400,000 in car cards, $200,000 in magazines and about $100,000 in tv spots and theater advertising. The company declined to name other agencies soliciting its account but ADVERTISING AGE learned that most or all of the other agencies were larger than Phillips & Cherbo. #

Sinclair Launches Four-Media Push for New Power-X

NEW YORK, March 17—Sinclair Refining Co. today launched a major advertising campaign for its new premium grade gasoline—Sinclair Power-X—with pages in 201 newspapers in 135 cities, and spot radio announcements on 400 stations in 200 cities.

The campaign will be augmented by postings of 2,500 outdoor displays, and color pages in *Ebony, Life* and *Sports Afield*. The *Life* ad will break March 23. Extensive point of sale promotion also will be used by Sinclair service station dealers, James J. Delaney, advertising manager, said.

The new product is described as a "three-stage" gasoline, designed to give peak engine performance in all three driving stages—starting, acceleration and mileage.

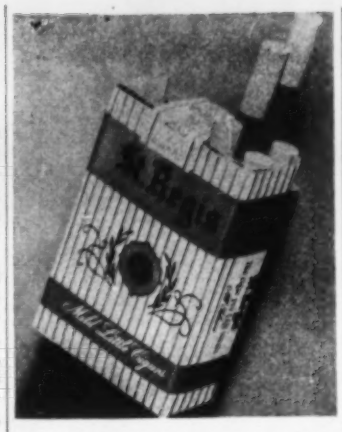
Geyer, Morey, Madden & Ballard is the agency. #

Eversharp Will Start Hunt for New Agency on March 23

ARLINGTON HEIGHTS, ILL., March 20—Eversharp Pen Co. will begin interviewing agencies March 23, George A. Eddy, vp and director of sales and advertising, told AA today. Eversharp and Benton & Bowles "mutually" terminated a 13-month relationship three weeks ago (AA, March 2).

Mr. Eddy told AA that he plans to interview some 15 to 20 agencies in the next few weeks. He said he had received inquiries from 62 agencies about the account, which may bill $500,000 this year. The agencies ranged from a four-man shop to some of the largest agencies, he added.

All agencies which are interviewed will be expected to make presentations, Mr. Eddy said. He said he hoped to find a successor to Benton & Bowles by April 15. #



NEW ENTRY—*Niles & Moser Cigar Co., Kansas City, has started marketing this latest entry in the cigaret-size cigar field in the Kansas City area. Called St. Regis, it will sell for 35¢. Galvin-Farris-Allvine, Kansas City, is the agency.*

Small Cigars May Encounter Problem With U. S. Tax Men

ROCHESTER, N.Y., March 19—At least two manufacturers of the new cigaret-size cigars will be requested by federal authorities to relabel their packages because of a complaint filed by John Temmerman, Rochester city chemist.

Federal tax officials estimated more than $750,000,000 could be lost yearly in taxes on the sale of the small cigars. They are taxed at only 1½¢, against 8¢ a package for cigarets, they said. The tax on the small cigars is paid by the carton and no tax stamp appears on the individual packages.

■ Jerome Hurley, chief of the inspection service for the alcohol and tobacco tax unit of the U. S. Treasury for the state, said the small cigars were first brought to Mr. Temmerman's attention when a high school student gave him a package he received in the mail as an advertising gimmick.

Mr. Hurley said Mr. Temmerman gave the package to Paul Anspach of the local tax unit, who forwarded it to Washington via the Buffalo and New York tax offices.

Mr. Hurley added, "We are not going to let the manufacturers beat us out of all that money. However, it is not a willful violation of the law. They just found a convenient wrinkle in the statutes and are operating under it."

LORILLARD MADISONS ENTER MORE MARKETS

NEW YORK, March 18—P. Lorillard Co., maker of Kent, Old Gold and Newport cigarets, will start distribution of its new cork-tipped little cigar called Madison in the New York metropolitan area, New Jersey, and five New England states next month. Advertising will break about April 6 in a still undetermined number of newspapers throughout the area.

Copy will feature a "new adventure in smoking pleasure," and illustrations will show the new cigar in its gold, beige and brown crush-proof box. Radio and tv spots may be used later.

Lennen & Newell is the agency.

The new cork-tipped, Havana blend little cigar was tested earlier this year in Chicago, Cleveland and Detroit (AA, Feb. 2). It sells for 35¢ for a pack of 20. The company is believed to be aiming at national distribution for Madisons by early fall, and advertising for the brand is expected to be stepped up within the next few months. #

Kerr Promotes Peter Easley

Maximilian Kerr Advertising, Denver, has promoted Peter Easley, copy chief, to general manager.

Booth Halts 'Herald' Publication; 1 Daily Left in Grand Rapids

GRAND RAPIDS, March 17—Booth Newspapers Inc. announced yesterday it will cease publication March 29 of the *Grand Rapids Herald*.

Booth, which operates a chain of nine Michigan newspapers, acquired the morning and Sunday *Herald* April 1, 1958, from Federated Publications Inc.

Booth said its afternoon *Grand Rapids Press* will begin to publish seven days a week, adding a Sunday edition, beginning April 5. The *Herald's* demise leaves the *Detroit Free Press* as Michigan's only morning newspaper, and Grand Rapids with one daily.

Failure of the *Herald's* circulation and advertising revenues to keep pace with greatly increased costs of newspaper production was given as the reason for suspension. Present circulation of the *Herald* is about 53,000, down 7,300 since 1950. Circulation of the *Press* is 115,000.

■ The announcement said the newspaper lost $151,792 in the last nine months of 1958. The *Herald* was closed six weeks beginning last Nov. 25 during an International Typographical Union and American Newspaper Guild strike.

The newspaper has 300 full and parttime employes. Some *Herald* employes will be transferred to the *Press* or to other Booth newspapers; others will receive severance pay. #

Gerber, Ward Introduce New Bread for Babies

NEW YORK, March 19—A baking company and a baby food manufacturer are pooling resources to produce a new product. The new product, logically, is a bread for babies and pre-school children.

Called Gerber's Primary bread, it represents the joint effort of Gerber Products Co., Fremont, Mich., and Ward Baking Co., New York.

"The first basic bread food created for babies and young children, it offers the special supplemental nutrition required by the active, pre-school child," Gerber reports. The bread also has a "distinctive sweet wheat" flavor to appeal to the taste of young children.

J. Walter Thompson Co., the agency handling Ward's Tip-Top bread line, has been appointed to handle the new bread too.

Initial advertising will break in about six weeks in one eastern market. The campaign will then move immediately into other Ward markets. The agency declined to reveal details of the campaign. #

Klau-Van Pietersom-Dunlap Names Holway to Copy Post

Klau-Van Pietersom-Dunlap has named Chester P. Holway to its staff as a copy executive. Mr. Holway will divide his time between the agency's offices in Milwaukee and Chicago, serving as copy supervisor in Milwaukee and copy director in Chicago.

Chester Holway

Mr. Holway has been with Maxon Inc., Chicago, for the past nine years, the last six as copy chief. He is an owner of the *Times-Journal*, Chilton, Wis.

Brewers Group to Back One-Shot TV Spectacular

NEW YORK, March 19—U.S. Brewers Foundation will sponsor a one-shot tv spectacular in June, and during the same month will launch monthly spreads in *Life, Look* and *The Saturday Evening Post*.

In addition, the foundation will continue to use educational and institutional advertising in *U.S. News & World Report*, in about 500 daily and 3,500 weekly newspapers and in about 16 regional medical journals.

J. Walter Thompson Co. is the agency, except for the weekly newspaper ads which are handled by the foundation's divisional offices.

■ This expanded advertising program has just been approved by the foundation's board of directors. Expectation of this move was previously reported (AA, March 2).

No contracts have been signed as yet for the tv spectacular and the theme for both the spectacular and the monthly spreads is still being worked out, an executive of the foundation said today.

"It probably will be several weeks before it has jelled to the point where we are able to talk about it," he said.

■ Asked about a report that the foundation planned to create a marketing department, he said, "We don't do any marketing. But our trade relations committee has recommended an expansion of trade relation activities by the foundation.

"This, of course, will mean additional personnel capable of addressing meetings of wholesalers and retailers. Their work will be essentially educational at the distribution level," he emphasized. "Primarily, what we want to do is to help retail dealers learn more about beer and how to handle it and sell it more efficiently. This is a trade relations activity, not a marketing activity. Please make that clear," he said.

■ ADVERTISING AGE learned from another source that the foundation was looking for a director to head up the new trade relations and marketing department. The salary for this job would range between $15,000 and $25,000, depending on the man's experience. #

Oldsmobile Will Sponsor New Weekly Musical on NBC-TV

LANSING, March 17—"Oldsmobile Music Theater," a new weekly tv series sponsored by the Oldsmobile division of General Motors, will make its debut over NBC-TV at 8:30 p.m. (EST) March 26.

The show will combine original drama with old and current song favorites. The first presentation, which is entitled "A Nice Place to Hide," will feature Jackie Cooper and Genevieve, the French singer.

■ Other stars booked for the series include Ray Bolger, Gordon MacRae, Alfred Drake, David Wayne, Polly Bergen, Dorothy Collins, Eve Arden, Janis Paige, Carol Channing and Edie Adams. The series will be produced by David Susskind, working with D. P. Brother & Co., Oldsmobile's agency.

Oldsmobile currently is setting a fast pace in the medium-price class, having sold 15% more cars in February than in the same month last year. #

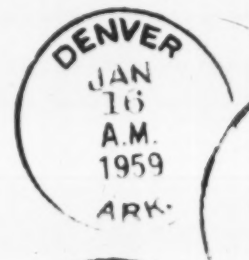
The postmarks are actual reproductions

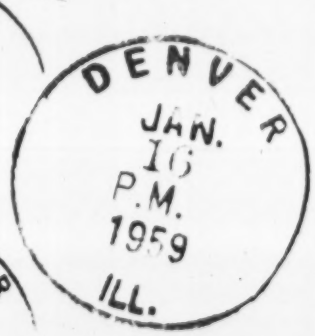
Grit reaches the "micropolitan" market to give you balanced national coverage

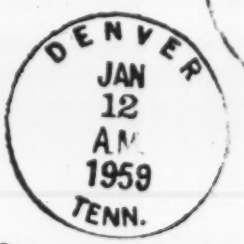
You can reach lots of people in *metropolitan* Denver with plenty of magazines. But what about the 10 *little* Denvers? In small towns like them, circulation of conventional mass media is relatively thin. Here's where Grit takes up the slack. With its circulation concentrated in 16,000 small towns, Grit helps overcome the metropolitan bias of other media. Grit is essential for balanced national coverage . . . and balanced national coverage is essential for total marketing success. Grit isn't expensive . . . but it can make your schedule a lot more expansive.

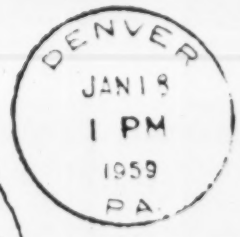
Grit Publishing Co., Williamsport, Pa.

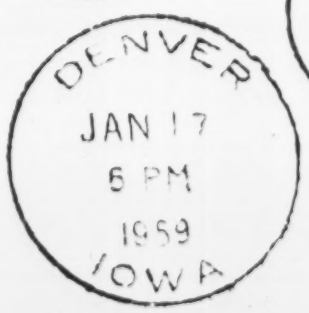
Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco











Distillers Used Magazines to Fight Slump, 'True' Reports

NEW YORK, March 17—"In the first quarter of 1958, when distilled spirits sales were being directly and adversely affected by recession conditions, a greater proportion of distillers' magazine advertising budgets for the year was used than in any of the four previous years. This was at a time when advertising in other media was down severely."

This point is brought out in *True's* current report on "Beverage Industry Trends."

Liquor advertisers using magazines concentrated the largest proportion of their promotion in the last quarter of 1958, the report noted, but they nevertheless showed a tendency to advertise in closer relationship with sales by seasons than in the past.

"In 1958," the report said, "36.9% of liquor advertising dollars in magazines were used in issues appearing in the last quarter of the year, with 16.5% of the year's total appearing in December alone. However," it is pointed out, "the 36.9% figure is lower than that for any last quarter in the previous four years.

■ "The third quarter of each year," the report says, "continued to be the weak period in magazine advertising of distilled spirits. Although apparent consumption in the second quarter of each calendar year is roughly the same as in the third quarter, advertisers devote considerably fewer dollars to the third quarter.

"It is possible that as the diversification movement shows new and greater strength in what is expected to be a generally prosperous 1959," the report says, "the greatest percentage gain in magazine advertising of total distilled spirits will be in the third quarter.

"In any event," it predicts, "it is expected that magazine advertising for the full year will show a considerable gain over 1958." #

Theatre-Screen Ad Bureau Issues New Booklet on Medium

The Theatre-Screen Advertising Bureau, 437 Merchandise Mart, Chicago, has published a fact booklet on the theater-screen advertising medium. The illustrated booklet describes the audience available for theater screen advertising and the methods of programming screen commercials.

Included in the booklet are analyses of the current movie audience by age, sex, education, occupation and marital status. For advertisers, a breakdown of the cumulative and duplicated audiences is also tabulated. The booklet may be obtained by writing the bureau.

Rohrs Joins Schwimmer

John P. Rohrs has been named sales manager of Walter Schwimmer Inc., Chicago, television production and distribution company. Mr. Rohrs previously was vp and midwestern sales manager of Bernard Schubert Inc., Chicago, film producer and distributor.

Institutional Mink Ads Set

The Great Lakes Mink Assn., Kenosha, Wis., will run a series of institutional ads next fall stressing the "romantic past of mink" and the roles played by the North American rancher, manufacturer and dresser in making "mink the world's foremost fashion fur." The program budget includes $50,000 for the institutional campaign plus $15,000 for cooperative ads with retailers and manufacturers. B&w pages and spreads will run in *Harper's Bazaar, The New Yorker, Town & Country* and *Vogue* beginning in September. Gilbert Advertising, New York, is the agency for the association, which represents 2,600 North American mink ranchers producing dark or standard mink.

Four Join TV Film Sales

California National Productions, New York tv film syndicator, has added two men to its NBC television films division and two to its victory program sales division. Robert Brenner, formerly with Mogul, Lewin, Williams & Saylor, will handle the New England sales post for the films division. Jay Berkson will cover the Minnesota-Wisconsin sales for the NBC films. He was formerly with WDSM-TV, Duluth. Robert Schultz, formerly with NBC TeleSales, has rejoined California National Productions as eastern sales representative for its victory program sales division. Frank O'Driscoll, previously with Guild Films, has been named victory program midwestern sales representative.

'Parade' Adds Two

Parade, effective May 3, will be distributed by the *Dayton News* and the *Springfield News-Sun*, both in Ohio.

'Living' Boosts Guarantee

Living for Young Homemakers has boosted its circulation guarantee from 650,000 to 675,000, effective with the September issue. The b&w page rate will advance from $4,100 to $4,300 and four-color pages from $6,100 to $6,400.

Leber & Katz Adds Account

Parfums Marcel Rochas Inc., New York, has appointed Leber & Katz, New York, to handle advertising for its Femme and Moustache brands. Ehrlich, Neuwirth & Sobo, New York, is the previous agency.

Architectural Record:

5 ways your best buy!

SMALL

runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.

Put Punch in Point-of-Purchase

Compton Adds Fastex

Compton Advertising, Chicago, has been appointed to handle advertising for new lines of consumer goods and packaging products of the Fastex division of Illinois Tool Works, Chicago. Fastex launched a research program several years ago to provide entry into the field of plastic packaging.

Taper Mates Appoints Segall

Taper Mates Inc., New York, a new manufacturer of ladies' slacks and shorts, has appointed I. J. Segall Advertising, New York, to handle its advertising.

'Diner's Club' Shifts to Monthly Schedule in June

NEW YORK, March 19—*Diner's Club Magazine*, published seven times annually since 1950, will go on a monthly schedule starting with the June issue.

According to Leonard Mogel, ad director, the changeover to a monthly schedule was prompted by a doubling of ad revenue over the previous year and by rapid developments in the burgeoning credit field.

Mr. Mogel said net revenue in February was $56,000, a 50% boost over the $27,000 net reported in February, '58. Net revenue for the April issue, he added, is $68,000, as against $28,000 for the April issue last year.

Circulation of the magazine is geared to the growth of membership in the Diner's Club, which Mr. Mogel said has been climbing at a rate of 30,000 a month. While the guarantee to advertisers in the first six months of '59 will be set at 900,000, Mr. Mogel forecasts an increase to a total of 1,200,000 by 1960.

National ad rates, based on a b&w page, will be unchanged from current rate of $3,940, he said. A mail order rate, in which the cost of advertised products is chargeable to the Diner's Club, is $3,160 per b&w page. #

Mrs. Smith to Metal Film Co.

Mrs. Ann Smith, formerly fashion director of Robert B. Grady Advertising, New York, has been appointed fashion sales coordinator of Metal Film Co., New York manufacturer of Chromeflex metallic yarns.

Carl Reimers Joins Newmark

Carl Reimers has joined Michael Newmark Agency, New York, as vp and marketing director. He will head the agency's fashion, home furnishing and textile department. Mr. Reimers was head of his own New York agency for 27 years until 1955, when it was merged with Bozell & Jacobs. The end of that year he joined French & Preston, and in 1957 moved to Hoffman-Manning as supervisor of account executives and head of the plans board.

Niles Sets Up New Unit

Fred A. Niles Productions, Chicago and Hollywood film producer, has set up an industrial program division and placed Herschell G. Lewis, formerly president of Lewis & Martin Films, Chicago, as vp in charge. The new division will produce film programs in the areas of sales training, product training, corporate image molding, pr, consumer education, conventions and sales meetings.

READERSHIP

Architects and engineers have voted Architectural Record "preferred" in 115 out of 127 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

CIRCULATION

- More architects (18,103)—and more engineers—(9,857) pay to read Architectural Record than any other technical magazine
- Architectural Record's renewal percentage is highest, too
- And you can reach Architectural Record's architect and engineer subscribers at the lowest cost per page per 1,000

COVERAGE

Architectural Record's architect and engineer subscribers are *verifiably* responsible for planning over 94% of the total dollar value of all architect-planned nonresidential building—and 77% of the residential building.

ADVERTISING

For the thirteenth straight year more building product advertisers are placing more advertising pages in Architectural Record than in any other magazine. (75% more in January and February.)

EDITORIAL

Architectural Record is the one leading architectural magazine...

- edited *specifically* for architects—and engineers in building
- timed and balanced editorially with the aid of *Dodge Reports* to be of top value to architects and engineers *in terms of the work on their boards*
- steadily evaluated in terms of reader interest and action by Eastman Research Organization and Continuing Readership Research

Architectural Record publishes most editorial pages, too. And 40 editorial awards, including 5 out of 6 awards to architectural magazines by The American Institute of Architects, attest to their high quality.

Ask your Architectural Record representative for full information or write the "workbook of the *active* architect and engineer"...

an F. W. DODGE CORPORATION publication

Architectural Record

119 West 40th Street
New York 18, New York
OXford 5-3000

Published since 1891 by F. W. Dodge Corporation whose services also include: Dodge Reports • Dodge Construction Statistics • Sweet's Catalogs • The Nation's Schools • The Modern Hospital • College and University Business • Hospital Purchasing File • Dodge Books

Yale Hockey Rink
Architect: Eero Saarinen
Photographer: Joseph Molitor

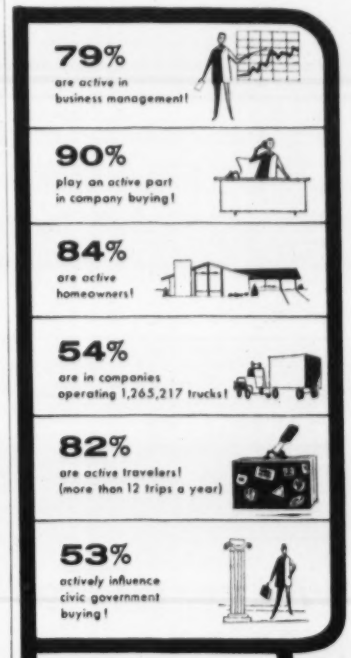
Only the

ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!



and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

ABC AUDITED PAID CIRCULATION

The Rotarian

AN INTERNATIONAL PUBLICATION

1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .

Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

The Editorial Viewpoint . . .

A Community Experiment

"There is probably no field so beclouded with old wives' tales, half-truths and stereotypes as that of advertising. Scarcely a month goes by without some attack or defense of advertising being published. Because of this interest and confusion the University of Minnesota is underwriting a series of programs over the local educational tv channel on 'Advertising, 1959'."

So begins a letter to ADVERTISING AGE from William A. Mindak, assistant professor in the school of journalism at the University of Minnesota.

"The frame of reference for this series," says Prof. Mindak, "is that of presenting advertising to the community, be they critics, advertising men themselves, or housewives. The inner workings of advertising media and agencies will be described.

"Guests are prominent business and advertising men of the Twin Cities. We plan on pitching the program at a community level . . .

"Business and advertising men for years have complained about the poor image that their profession has in the community. It is hoped that this program will provide some insight into the weaknesses and strengths of such a dynamic field." The series started Jan. 5.

And Prof. Mindak adds: "I'd love to help any other city put on such a series. Response from both the community and advertising men has been excellent."

There have been sporadic efforts in this direction in other cities, but the only other recent experience has been in New York, where the inner workings of advertising have been explored on a considerably more sophisticated level. We suggest that other cities check with Prof. Mindak to see whether the series he has put together offers possibilities for use elsewhere.

Tribute to the BBB

One of the Chicago papers recently carried a "correction" ad that is undoubtedly the correction to end all corrections. It read:

"Recently we advertised lots for sale in California City, California. We indicated this property is 'In Greater Los Angeles' ; 'Commuting Distance Los Angeles'; 'Already a Large Community'; 'Parks, Schools, Churches Provided For'; 'Running Water, Paved Streets Already In.' An illustrated lake was captioned, 'Isabella Lake near California City.'

"The development is located 115 miles from Los Angeles; 40 homes have been completed. Parks, schools, churches have not been provided for. Land has been dedicated for such use. Water and paved streets are not already in this tract. They are guaranteed as provided by California law. The lake illustration should not have been used since we have been informed the only mapped lake in California named 'Isabella Lake' is not 'near California City.'

"We regret these errors and pledge they will not occur again."

You might say that this is more than a correction—it's a mighty upheaval. And you will probably laugh at it and be extremely annoyed at the same time. That's what happened to us, and we're still annoyed at the blatant disregard for reality which is mirrored in the "correction."

But we are also pleased, because this "correction" demonstrates, about as graphically as anything we have seen in a long time, the influence of the Better Business Bureau movement and the eagerness of advertising media to cooperate. It is a sad and annoying thing that misleading copy should ever appear, but it is a remarkable tribute to our progress in self-regulation that a "correction" like this one should follow it.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jariath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen.** New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

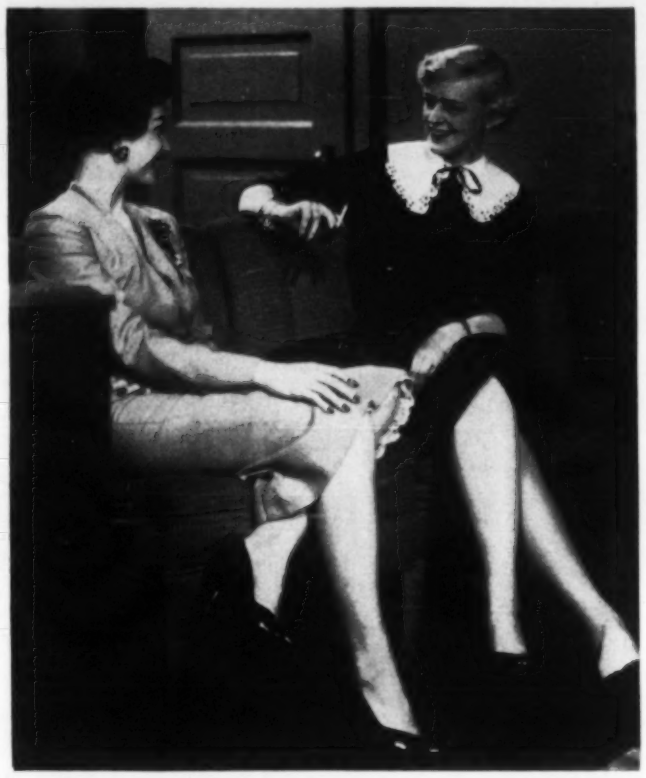
F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist



—Edward Bozorth, St. Georges & Keyes, New York.

"He says a newly-elected agency vp is a guy who didn't get the raise he asked for."

Might Advertising Have Helped?

Noting that polio incidence is on the rise again, and that health authorities trace this to the fact that only about 40% of the under-40 population of the country has been inoculated with Salk vaccine, a correspondent wonders whether an intensive advertising campaign addressed to the public might not have prevented such a situation.

The polio vaccine is made mainly by ethical drug producers, who are unaccustomed to advertising directly to consumers, and who are practically committed to avoiding such advertising. Yet here is a case, says our correspondent, where it might literally have been enormously beneficial to the nation's health to have broken this taboo, and to have carried a strong campaign for Salk vaccine inoculation directly to the general public.

\# \# \#

What They're Saying . . .

Not So High!

What is striking is the evidence that business administration gets a much larger fraction of poor students and a smaller percentage of the best students than do the traditional professional fields. The mental ability of undergraduate business students averages somewhat lower than for all college undergraduates. This contrast also stands out at the graduate level, where, in terms of median test scores, business students rank with graduate students of dentistry, education and social work, and below those in law, the social sciences, and the humanities, not to mention the natural sciences, engineering, and medicine.

—From a study of business education by R. A. Gordon, professor of economics, University of California, presented at meeting of American Assn. of Collegiate Schools of Business, 1958.

Rougher and Sterner, Perhaps

It is my belief that we are pouring too much psychological sympathy on our juvenile delinquents . . . we are too concerned with "hurting" them . . . after they have hurt the community.

Juvenile delinquents are lawbreakers. They are committers of crimes. They are a menace to the morale and to the morals of the community. True, they are young. But they are law-breakers nonetheless. And they should be treated as such. They have been around since the dawn of history and no doubt they have been sobbed over from earliest times. In my own youth they were treated a bit less gently by law enforcement officials than they are today.

Perhaps a little rougher and sterner treatment today would go a bit further toward the decrease of the crime rate among the young than the psychological hot towels and bandages we are currently applying.

—From an editorial by Ralph Atlass, general manager of WIND, Chicago, and presented on that station.

Rough Proofs

Some airline accounts seem to have developed a habit of flying out of the offices of their agencies with the speed of jet planes.

•

"Maine ad tax seen doomed," the headline says.

And if you can forget recent political history, as Maine goes, so goes the nation.

•

There was dancing in the streets of Honolulu when Congress decided to make Hawaii the 50th state.

Members of the flag makers' guild haven't yet been heard from.

•

London Press Exchange says it "thinks American, but speaks native English."

And there *is* a difference.

•

"If you are an experienced executive," says the Biddle Co., "you look forward to selecting a new agency like having a case of mumps."

Some people enjoy ill health.

•

"You may never go 75 rounds," says Station WKZO-TV, recalling John L. Sullivan's victory over Jake Kilrain in 1889.

Fortunately they weren't three-minute rounds.

•

Jack Lawler is leaving the agency business because of ill health, which, he said, "has been aggravated by Chicago weather."

The weather man provided just the kind of winter weather for Chicago and other northern cities to make Florida and Arizona happy.

•

The official publication of the American Society of Heating, Refrigerating & Air Conditioning Engineers is saving time for all concerned by calling itself the *Ashrae Journal*.

•

Boys' Life refers to "a big new generation of boys," and in view of the titans we're now growing, it might have called them "a new generation of big boys."

•

Mrs. Roosevelt is doing commercials for Good Luck margarine, and in spite of raised eyebrows here and there, that means good luck for her favorite charities.

•

"Cocktail lounges are considering side entrances for men," writes a copywriter in a classified ad intended to demonstrate his typewriter prowess.

Obviously he's not interested in working for women.

•

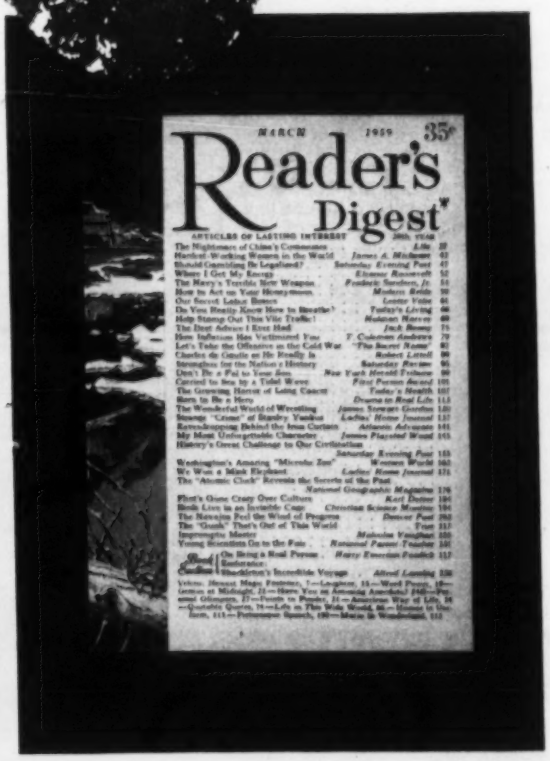
"Ownership of car desirable," says a business publisher looking for a salesman.

In this space age it's completely indispensable.

COPY CUB.

IMPACT

LOSE WEIGHT EASIER...
FEEL BETTER
KNOX GELATINE
Any sound reducing program is easier to follow with the help of the KNOX PROTEIN DRINK
Between or before meals drink one envelope of Knox Unflavored Gelatine (costs about 4¢) in fruit or vegetable juice, bouillon or water. This widely used high-protein "pick-up" helps you lose weight easier and, incidentally, feel better. Directions on each Knox envelope.
KNOX UNFLAVORED GELATINE
a low-calorie protein supplement



STILL ANOTHER ADVERTISER—KNOX GELATINE—
COMBINES TV GUIDE AND READER'S DIGEST
FOR GIANT IMPACT AT MINIMUM COST

America's two most popular magazines deliver a responsive audience of unprecedented size . . . *in themselves* generate tremendous thrust for any promotion . . . *in themselves* do a job which only a few years ago required many magazines.

Knox Gelatine is the latest advertiser to take advantage of these facts. To Knox, the power of this duo is familiar. A couponed ad appearing in TV GUIDE in 1958, for example, drew responses at a cost per inquiry "lowest of all the various publications which we used on this copy . . . about fifty percent lower than the magazine average."

The ad reproduced above appeared in TV GUIDE and Reader's Digest exclusively. Working for it were:

Total circulation in excess of 19,150,000 . . . Reader's Digest more than 12,150,000; TV GUIDE more than 7,000,000.

Single-copy sales above 7,000,000 . . . TV GUIDE more than 5,000,000; Reader's Digest nearly 2,000,000.

More than 3,250,000 copies sold in food stores . . . more than 2,750,000 of TV GUIDE alone.

Current rate base for the TV GUIDE-Reader's Digest combination is just $2.59 per thousand ($2 TV GUIDE, $2.91 Reader's Digest). But both magazines are delivering considerable bonuses—TV GUIDE's is above 500,000. Nowhere else in the magazine field can you get so much coverage, so much impact, for so little money!

TV GUIDE

BEST-SELLING WEEKLY MAGAZINE IN AMERICA

Ads Are Offbeat, but There's Nothing Unconventional About GB&B Billings

(*Continued from Page 2*)

agency for the full 10 years of its life. Of the remaining seven, the oldest—a portion of the account of Best Foods division of Corn Products Co.—goes back to 1950.

This account embraces advertising of Skippy peanut butter. In addition, however, GB&B also directs advertising of Best Foods' Nucoa margarine, which was assigned to the agency in 1957.

■ Other accounts currently handled by the agency are Clougherty Packing Co., Los Angeles (since 1956); Mother's Cake & Cooky Co., Oakland (1956); Mary Ellen's Jams & Jellies, Berkeley (1957); Rival Packing Co., Chicago (1958); and Carling's Heidelberg beer, Tacoma.

The Tacoma beer account was taken on in 1958; early this year, when Carling purchased the Heidelberg brewery, the Cleveland brewer also named GB&B to handle advertising for its Black Label beer.

Of its total billings, GB&B allocates 61% to television, 21% to radio, 8% to newspapers, 4% to magazines, 4% to outdoor and 1% each to business papers and transit advertising.

The agency, which maintains headquarters in San Francisco because it is, as the partners declare, "the city in which we like to live," has the unique distinction of serving not a single local account.

■ "The airlines and the telephone company just love us," explains Gil Burton, vp and general manager.

"According to tables of ideal expense ratios for agencies," Mr. Burton continued, "travel bills should be no more than 2.75% of income. Our travel expenses run to 6.66%. The ideal telephone ratio should be 1.75%; and our phone bills, mostly long-distance, amount to 3.47%."

A lot of agencies throughout the country have had growth experience which parallels or exceeds that of Guild, Bascom & Bonfigli; more unusual is the agency's boast that its success was based on the unconventional as an approach to advertising.

■ Walter Guild, who grew up in Nebraska and worked in radio during its early days as a writer, producer, master of ceremonies and musical director, spent 10 years with the old Sidney Garfield agency in San Francisco, rising from salesman to a full partner in five years.

Mr. Guild, an authority on marketing (he is author of "How To Market Your Product Successfully," published by Prentice-Hall), used his radio experience to help build Garfield & Guild into one of the West's biggest spot radio buyers.

Early in 1949, however, Messrs. Guild and Garfield (the latter is now president of Garfield Advertising, San Francisco) "mutually agreed to disagree."

■ Dave Bascom, a copy expert who had spent seven years with Garfield, and Dan Bonfigli, a five-year art director veteran of that agency, joined forces with Walter Guild to start their own agency with five accounts, the biggest of which was probably Roman Meal cereal, which was resigned in 1954 when the Ralston account came in.

"We wanted to specialize in food accounts," Walter Guild told ADVERTISING AGE, "and we wanted to keep the list of accounts down. Naturally, we wanted them to be as big as possible, and we hoped even then to be able to join our names with the leaders in the food industry."

Even more important than the desire to specialize in food accounts, however, was the conviction shared by the partners that "advertising does not have to be dull as dishwater in order to sell products."

This effort to keep from being dull was reflected quite early in GB&B's career, with a campaign for Stryker's soap. People still talk about the phrase "No Phoolium in Stryker's," and an ad for this account created by the agency is included in Watkins' "100 Greatest Advertisements."

Other nationally known phrases developed by the agency include "Look Ma, no premiums," for Ralston, and "A dog's best friend is Rival."

■ "When people ask what's behind the 4,000% increase in our billings in just 10 short years," Gil Burton explains, "we reply that over and above the serious effort to do the best job possible for our clients, it probably is due to the creative philosophy by which we all live here at GB&B."

WALTER GUILD, *like a Derby winner, wears a floral horse shoe.*

This philosophy was recently put into words for a prospective client by Mr. Burton: "We believe that with the great volume of advertising carried by all media today, conventional methods of arousing interest and consumer response leave much to be desired.

"We believe today's advertising is uncommonly dull, and it is dull because it is largely imitative in nature. We believe also that much of the phraseology of advertising—or what might be termed advertisingese—is a crime against communication and believability.

"Out of these beliefs," Mr. Burton continued, "we have drawn three basic principles for any Guild, Bascom & Bonfigli advertising approach. These are:

• "Keep it human—because the prospect must feel that he is being approached on his own terms, in a context in which he can identify himself."

• "Keep it different—because no advertiser should run the risk of having his advertising confused with that of his competitors."

• "Keep it entertaining—because

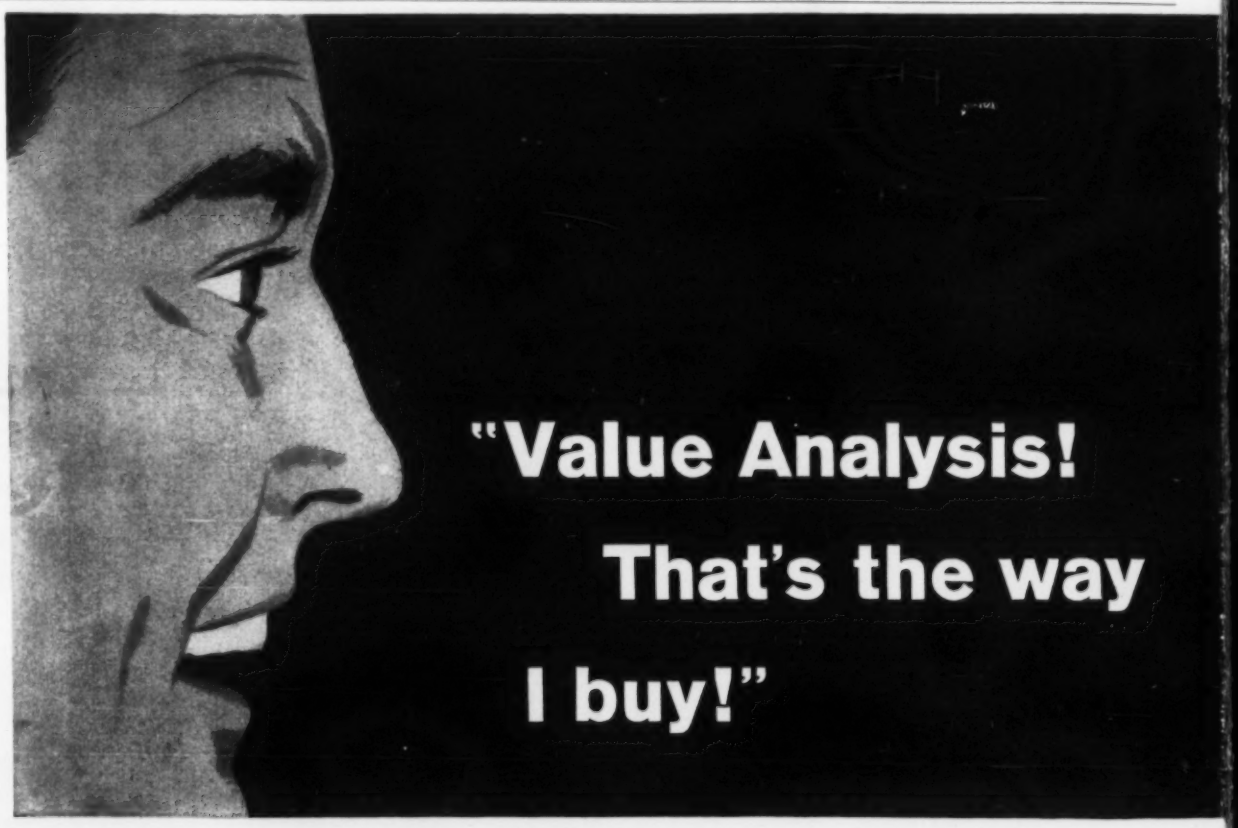
How to Judge

JUDGES

in Contests

Even judges are judged by the company they keep. At this moment, our judges are evaluating entries for thirteen major national advertisers. These clients are guaranteed objective, scientific results that can come only from experience. This skill is available to you, too.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Ask Operator for Enterprise 4531)



Purchasing agents across the country will be watching for the June 8th issue of PURCHASING Magazine . . . because that's the date of the annual roundup and report on VALUE ANALYSIS, the modern purchasing technique for industrial buyers.

The intense coverage and intense use of the June 8 *Value Analysis* issue offers an unusual opportunity to advertisers:

■ greatest coverage of industrial purchasing agents available

■ extra circulation—last year over 700 industrial concerns ordered extra copies of the *Value Analysis* issue

■ extra readership, extra use of this issue as a reference manual

Intense merchandising assures coverage, readership, use

Industrial purchasing agents are alerted to the values of this special issue:

...letters from the editors of PURCHASING Magazine

...special editorial notices in PURCHASING

...alerting of local N.A.P.A. chapters

...advertisements in PURCHASING describing this edition

...instructions on how to use the *Value Analysis* issue

...advance offer to readers for additional copies for their buyers

You get the benefit of all this merchandising when you put your complete story in the *Value Analysis* issue of PURCHASING Magazine.

entertainment provides enjoyment. And if the prospect enjoys something, he is favorably disposed to hear what the advertiser has to say. Thus the advertiser and the prospect are on friendly terms."

■ "Admittedly," Mr. Burton points out, "the application of these principles must be backed up by a realistic, credible sales story, which creates with certain claims and appeals a lasting desire for the product and supports, with certain proofs, a reason for the desire."

GB&B, according to Mr. Burton, "didn't really get to be a so-called bigtime agency until about 1954. Since that time we've been working hard to shift from a three-man organization to a line-organized agency."

All basic policy, of course, is still determined by the partners, who hold the major share of stock. Mr. Guild is president, Mr. Bascom, who still sets the tone on copy, is board chairman, and Mr. Bonfigli is exec vp.

Sewell Douse Obach

SPECTACULAR SPECTACLES—*Nancy Sewell (tv traffic), Shirley Douse (travel, reservations) and Marge Obach (assistant account executive) pose with mock-up of three-eyed glasses symbolic of the agency's tripartite leadership.*

Working with the partners and Mr. Burton, as general manager, are these account supervisors: Henry Buccello, vp in the New York office; and Ernest (Buzz) Hodges, vp, and Walter Lawrence, in San Francisco.

The senior tv staff in the Hollywood office consists of Karl Gruener and Dave Fulmer. The senior marketing people are Charles Patton and Richard Crisp, who closed his own Chicago marketing organization last year to join GB&B. Senior media executives are Rod MacDonald, vp, and Dick Tyler, in San Francisco, and Reggie Schuebel. Miss Schuebel is in the New York office. Bill Hoffhine is a vp and secretary and treasurer of the corporation.

"With the exception of basic policy decisions," Mr. Burton points out, "all of the day-to-day operating functions have been turned over directly to the executives in whose bailiwicks those functions may fall."

The agency started with one floor in an office building at 130 Kearny St., where the entrance is via an alley. In 1953 a second floor became necessary and a year later two additional floors were taken over. Later this year even more space will be required.

■ Although the agency has been able to resist the "mergeritis" of the past few years, it has not been immune to client changeovers.

In 1956, when Foremost Dairies switched to Batten, Barton, Durstine & Osborn, Mr. Guild wrote a memo to the staff in which he said, "We were fired because we didn't have an office in Greece!" The comment referred to a statement from Foremost that the switch was occasioned by the need for an agency with more branch offices.

DAN BONFIGLI *removes a slice of the agency's birthday cake to put on the waiting plate of Grace Guarnera, Walter Guild's secretary.*

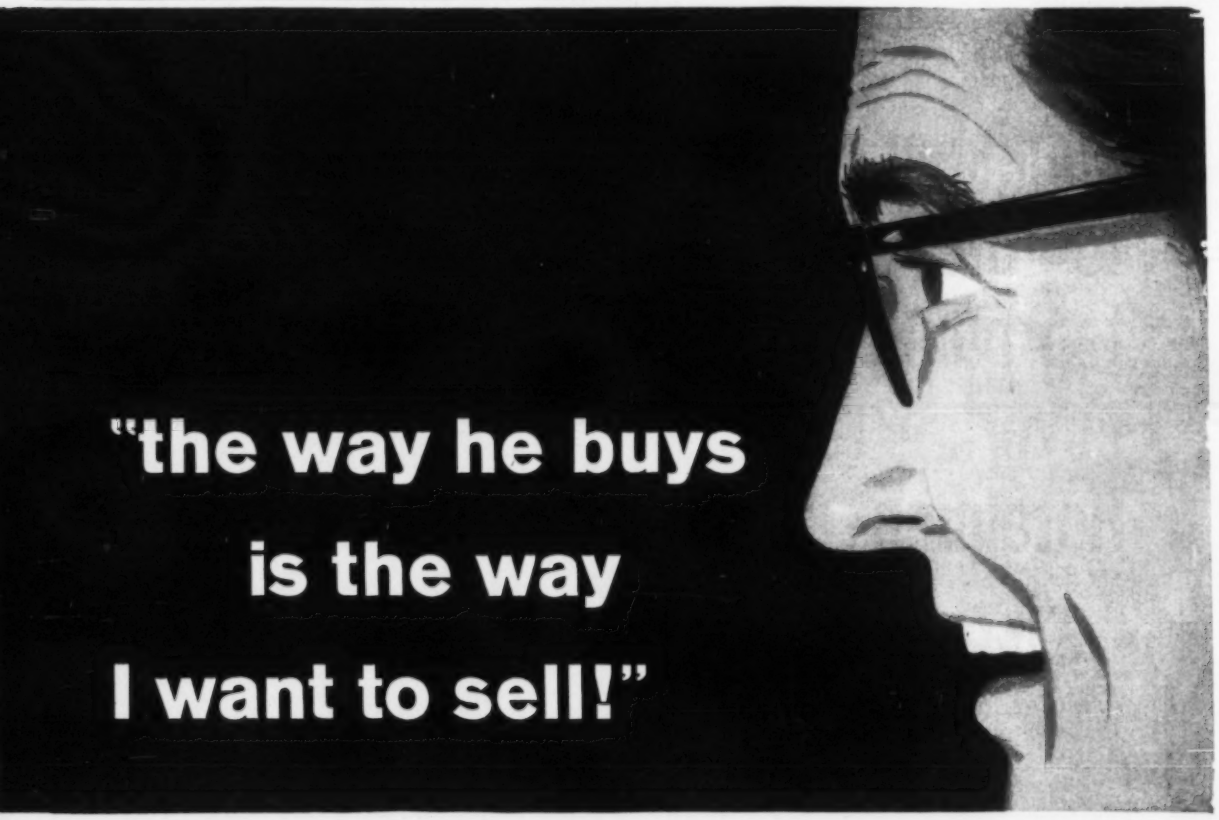
GB&B had handled advertising for Golden State Creamery from 1951 and for Foremost (which took over Golden State) from 1955.

In 1957 the agency resigned the Regal Pale beer account, handled since 1953, for which GB&B had devised the slogan, "One of America's Two Great Beers." And last year GB&B parted company "by mutual agreement" with the $400,000 Breast O'Chicken Tuna account.

In spite of these major account changes, GB&B had billings in 1957 of $8,143,815 and last year of $10,227,515.

■ "By and large," Mr. Burton declares, "we tend to keep our accounts. Basically, this is because our ideas on advertising are not so much bizarre—as many people might think—as they are practical. They make friends for the product and they sell the product."

With the agency fat and sassy as it enters its 11th year, there is now time for Walter Guild to expand on his interest in music and playing the piano, while Dave Bascom becomes even more of an "expert amateur" in electronics and sound systems. Dan Bonfigli, a top rated amateur golfer, spends his spare time on the links. #



Because Value Analysis is the hottest thing in industrial *buying*, it is also the smartest approach to industrial *selling!*

There are two ways a supplier can use this approach:

1. Make sure his salesmen understand what Value Analysis is, how buyers use it, how sellers can use it effectively to approach buyers.

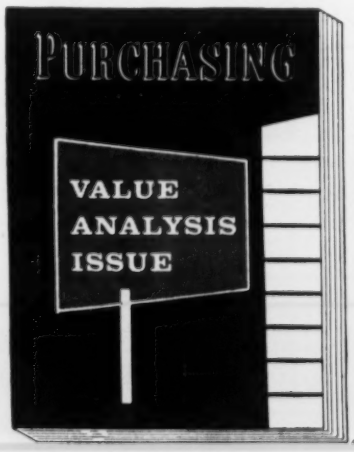
2. Tell your product story regularly in PURCHASING Magazine... and make especially sure it is told in the forthcoming *Value Analysis* issue. Over 28,000 purchasing executives will read, study, save, use the information over and over again.

AND NOTE THIS: In spite of its extra readership, the *Value Analysis* issue is available at regular rates.

Remember . . . the closing date for the JUNE 8th VALUE ANALYSIS issue is . . . MAY 18th.

Your advertisement can be placed in the section of your choice:

MATERIALS	MATERIALS HANDLING
COMPONENT PARTS	PACKAGING & SHIPPING
PRODUCTION TOOLS	OFFICE EQUIPMENT & SUPPLIES
ELECTRICAL EQUIPMENT	MRO & SAFETY



PURCHASING MAGAZINE
205 East 42nd Street, New York 17, N. Y.
a Conover-Mast publication
the methods and news magazine for industrial buyers

BPA NBP

executives
can you use
$1500 - $2500
or $5000?
Arranged by phone

Your own signature is all that is required. No collateral . . . no endorsements . . . no red tape. Our simplified form has fewer questions...privacy is assured at all times. Payments may be spread over 2 years.

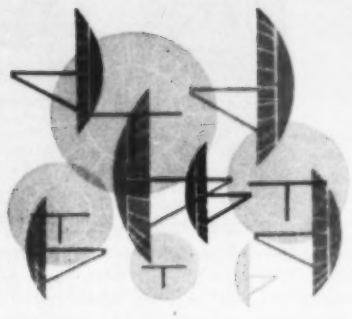
BORROW THIS MONTH—
NO PAYMENTS TILL JUNE

Call Mr. C. C. Lyons, Vice Pres.
MUrray Hill 2-5000

COMPLETE BANKING SERVICES for BUSINESS and the INDIVIDUAL

INDUSTRIAL
BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area including Conn. and N. J.

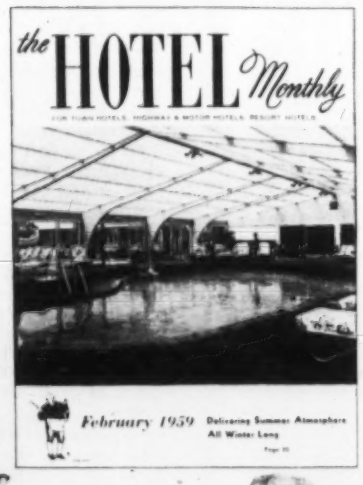
A MESSAGE FROM INNER SPACE



If you want to be taken to the leader, in radio-electronics, it is **Proceedings of the IRE.** Here is a professional journal totally unlike any other in the field. Here is a monthly publication that anticipates and explains every major development even before it is a practical engineering reality.

Proceedings is strictly **by** and **for** radio-electronics engineers. Because of this, sales messages on its inner pages work harder and produce more lasting results. Once you know the facts, you'll agree, outer space is for scientists; inner space, in radio-electronics, is in **Proceedings.** If **you buy space** in this field, you should meet the 67,369 (ABC) professionally qualified men now awaiting your message in their own journal.

Proceedings of the IRE THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, New York 36, New York
MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles



J. Knight Willy
former publisher of
The HOTEL Monthly

Paul E. Clissold
new publisher of
The HOTEL Monthly

a new publisher for the top publication covering top Hotelmen . . .

Clissold Buys 'Hotel Monthly'

CHICAGO, Feb. 19—Clissold Publishing Co. has completed negotiations for purchase of *Hotel Monthly* (AA, Feb. 16), and will take over publication March 1 from John Willy Inc., Evanston, Ill., making the third business publication transfer this week.

J. Knight Willy, former publisher and editor, will continue on the staff of *Hotel Monthly* as special feature editor and consultant, and will continue as president of John Willy Inc., supplier of printed material for hotels and allied business. Some of the *Hotel Monthly* personnel also will move to Clissold, which also publishes *Hospital Management* and *Baking Industry.*

New ownership for THE HOTEL MONTHLY. And, a new banner of publication leadership in the hotel field, too! Yes, there will be changes . . . carefully planned, expertly executed to benefit *both* the readers and advertisers. If you'd like a preview peek of what's coming, watch the forthcoming issues of THE HOTEL MONTHLY. Or, ask THE HOTEL MONTHLY representative to fill you in on the details concerning this *top* publication serving *top* hotelmen.

the HOTEL Monthly
FOR TOWN HOTELS, HIGHWAY & MOTOR HOTELS, RESORT HOTELS
a Clissold Businesspaper
105 W. ADAMS STREET, CHICAGO 3, ILLINOIS ANdover 3-1800

Getting Personal

Thespian tidings: **Lionel Wiggam,** one of the top male models, known particularly for his Wallach ads, is one of eight playwrights selected from 254 nominees as winners of Ford Foundation grants-in-aid. His latest play, "Inside Emily Payne," won him the award. Under the grant, the play will be staged this fall at the Erie, Pa., Playhouse, with the playwright on hand for much of the casting and rehearsing. He'll commute between Erie and New York to keep up with his two careers . . . **Harlan C. Judd** of Wilson, Haight, Welch & Grover, Hartford, appeared in the New Britain Repertory Theater's production of "Inherit the Wind" mid-March . . . **Gerald Piel,** publisher of *Scientific American,* and **John Martin,** president of Heublein Inc., have been named to the board of trustees of the American Shakespeare Festival Theater & Academy at Stratford, Conn. . .

N. McK. Kneisly of Irving-Cloud Publishing Co., Chicago, has returned from a tour of the world made in 65 days. He flew all the way, using 17 airlines . . . **Florence Dieves,** San Francisco Advertising Woman of the Year, and **Richard Fowler,** both of W. A. Palmer Films, were married March 15 . . . **Leroy Paltrowitz,** ad manager of the *News-Times,* Danbury, Conn., is conducting an adult study course covering advertising fundamentals at Danbury State Teachers College . . .

The new arrival at the **Michael O'Neill** menage (father is ad director of *TV Guide*) is a first daughter, third child, named Kathy . . . **Symon Cowles,** ad and promotion manager for WCKT, Miami, has a new son, Stephen, born March 6 . . . Another new father is **Ed Cosby,** artist with Frank Block Associates, St. Louis . . .

EUROPEAN LEAVE—*M. H. (Red) Boynton, vp and Cleveland office manager of Curtis Publishing Co., and Mrs. Boynton depart on a two-month leave of absence for the grand tour of Europe. They'll visit England, France, Switzerland, The Netherlands, Italy and Germany.*

After-hours authors: **Sandra Stanley,** 25-year-old copywriter at Olian & Bronner, Chicago, has just sold a screen play, "Diminuendo," to Sammy Davis Jr. and she's now working on a play for Mr. Davis and actor Sidney Poitier, at their request. Freelance writing is nothing new to her; she earned her way through college writing fiction for national pulp magazines . . . **George Malcolm-Smith,** on the ad staff of Travelers Insurance Co., Hartford, will have his fifth novel, "If a Body Meets a Body," published by Doubleday this spring. It's a crime mystery, "but not one of these private-eye deals. The hero is strictly a working cop," according to the author . . . **Fred M. Hechinger,** associate publisher of *The Herald,* Bridgeport, has a new book out on contemporary education. Titled, "The Big Red Schoolhouse," it's published by Doubleday & Co. . .

W. George L. Hughes, San Francisco district manager of *McCall's,* is starting his 25th year of Togetherness. On March 4, 1934, he joined Blanchard-Nichols, West Coast representative of *McCall's,* and stayed there until June, 1956, when he opened the magazine's San Francisco office . . . **Milton H. Schwartz,** senior vp and director of Foote, Cone & Belding, and **Arthur M. Holland,** president of Malcolm-Howard, have accepted general co-chairmanships of metropolitan Chicago's 1959 Combined Jewish Appeal Campaign . . . **Gardner Cowles,** president of Cowles Magazines, is serving his second term as vice-chairman of the 1959 special gifts campaign of the National Conference of Christians & Jews . . .

Joan M. Krosky, assistant to the president, Phil Dean Associates, New York, was married Friday, March 13, to Gladden F. Evans Jr. of Hughes Aircraft . . .

Edward F. Chase, president of Harold Cabot & Co., Boston, has been made an honorary member of Beta Gamma, scholarship honorary society at the college of business administration, Boston College . . .

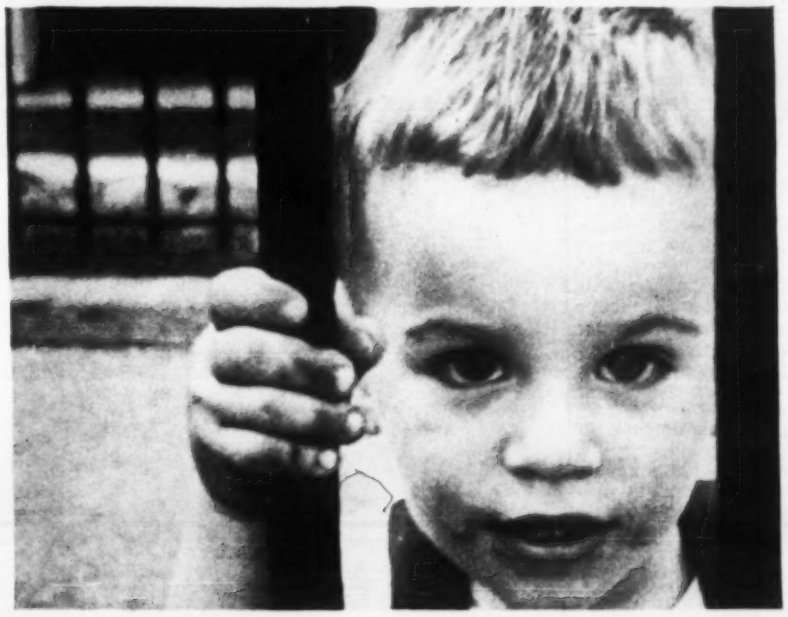
Fairfax Cone, president of Foote, Cone & Belding; **Leo Burnett,** head of Leo Burnett Co.; and **Walter Heymann Jr.,** vp of North Advertising Agency, have joined the "founding group of the non-partisan committee for reelection of Mayor Daley," an organization made up of prominent Republicans, Independents and Democrats in Chicago . . .

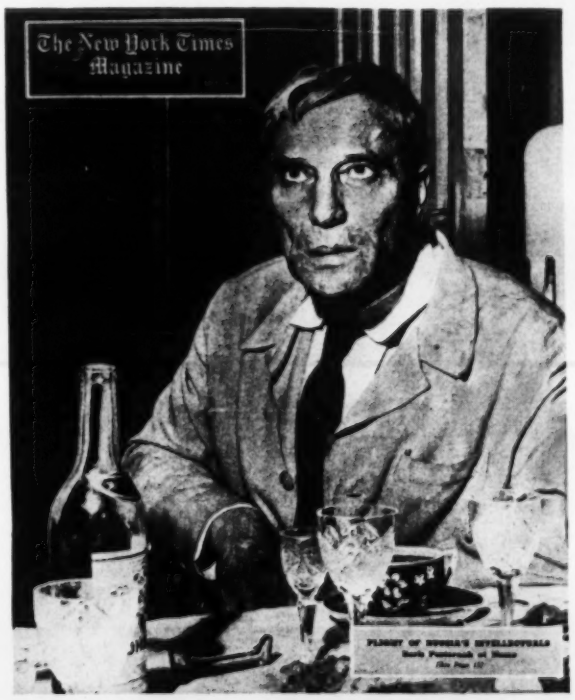
Marshall Willis, ad and publicity manager of El Paso Natural Gas Co., has been elected president of the 1959-60 Southwestern Sun Carnival . . . **Harry W. Hogh,** head of KRDO-Radio and KRDO-TV, Colorado Springs, has been reelected chairman of the city planning commission . . . **Bob Konikow,** managing editor of *Advertising Requirements,* Chicago, has been elected president of the suburban Downers Grove Community High School PTA . . .

George Ruppert Vernon, assistant to the president of Jacob Ruppert Brewery, is now a senior. George Jr. was born March 9. His grandfather, **Murray Vernon,** is chairman of the board of the brewery . . .

"These smooth, elasticized tights do for the lower body what the snug turtleneck sweater does above . . . One French couturier in New York custom-tailors them for $55.90 a pair in three sizes: tight, very tight and barely comfortable." . . . ***Story on ski-slope romancing,*** *The New York Times Magazine, February 22, 1959.*

"The gifted child needs a person who will realize that although he is 'a brain' he is still a child . . . (he) wants basically what every youngster wants—a person to like, to respect, to admire and to live up to." . . . Dorothy Barclay's "Parent and Child" page, The New York Times Magazine, February 22.





Women enjoy the useful and entertaining stories in The New York Times Magazine every week. They also enjoy the ads. Result: "Sell-outs." Distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

inside The New York Times Magazine

"Stores in cities across the country report sell-outs of Coro Jewelry shown in The New York Times Magazine. Consumers write for the name of the nearest store. Buyers tell us of quick response. **One ad sold out the item** on the basis of preprints alone." . . Gerald E. Rosenberger, president, Coro, Inc., New York.

Conover-Mast Is 'Exploring' Other Acquisitions: Mast

NEW YORK, March 17—Acquisition of *Electrical Manufacturing* by Conover-Mast Publications (AA, March 9) does not represent a change of policy on the part of the company. It merely points up a fresh development in its expansion program, B. P. Mast Sr., Conover-Mast chairman, told ADVERTISING AGE last week.

In a joint interview with his son, B. P. (Bud) Jr., company president, Mr. Mast agreed *Electrical Manufacturing* was the first major publication his company had bought, with all of its other properties having been started from scratch.

"But just to keep the record straight," he pointed out, "we bought *Purchasing* in 1939 from the Boffey Publishing Co., when it was a very minor publication."

Asked whether Conover-Mast intended to buy other publications, Mr. Mast explained he was "exploring other possibilities." He declined to be more specific.

■ "Competition makes its almost imperative today in the business paper field," he said, "for a publisher to diversify and expand. The problems involved in starting a new publication today are far different than they were a few years ago. Low potential magazines are liabilities today. Overhead is too great."

Asked whether the method of evaluating a business paper property for sale had changed much, Mr. Mast said, "It certainly has. In the old days, the usual formula was eight times earnings of the preceding year.

"Now, its a matter of going over the books for a period of five years, of evaluating tangible and intangible factors, and of making an individual appraisal based on a calculated estimate of potentials rather than past performance."

Concerning his company's expansion program, Mr. Mast said that he and his son were simply carrying on a program that had been discussed for some time before the death of Harvey Conover. Mr. Conover was lost at sea in a hurricane early last year while cruising off the Florida coast (AA, Jan. 13, '58).

■ Bud Mast, who succeeded Mr. Conover as president (AA, May 19), enumerated some of the developments of the past year as examples of how the company's expansion program is being carried out. These included:

- A spin-off last year of a section in *Aviation Age* to form a new publication, *Business/Commercial Aviation*, and the change in name of *Aviation Age* to *Space Aeronautics*.
- Expansion of the Washington editorial office.
- Expansion of the advertising sales staff by the addition of four men in New York, four in Chicago, and two each in Cleveland and Los Angeles.
- Expansion of research facilities, and the promotion of George Young, formerly in the Detroit office, to assistant research director.
- Election of Harvey Conover Jr., sales manager of *Volume Feeding Management*, as secretary of the company, and of Leo Haggerty, formerly controller, as treasurer.
- Inauguration of separate monthly meetings of publishers, sales managers and promotion managers on assigned topics.
- Acquisition of *Electrical Manufacturing* which would be continued as a wholly-owned subsidiary.

In connection with the latter point, Bud Mast pointed out that "it has always been the policy of the company never to start or add new properties unless existing properties are in the black. That will continue to be our policy," he said. #

Traylor, Manning Promoted in New Lilly Ad Setup

Eli Lilly & Co., Indianapolis, has streamlined its advertising operation, centralizing all copywriting in the advertising department. Copy for journal advertising, direct mail pieces and salesmen's promotional materials will be handled in the department, with one man responsible for all copy on one product or group of products.

The promotion planning and media department, which formerly shared responsibility for copy, will specialize in planning promotion, setting up ad schedules and activating promotional programs. Owen A. Traylor has been promoted to manager of promotion planning and media. He succeeds Robert J. Manning, who has been named administrative assistant to the executive director of merchandising.

Cap Makers Set PR Push, May Use Ads Later

A joint union-management public relations campaign costing $500,000 over the next three years has been scheduled by the National Cap & Cloth Hat Institute and the United Hatters, Cap & Millinery Workers International Union. Aim of the campaign is to fight cheap imports, popularize the union label and do product promotion. Edward M. Meyers Associates, New York, is handling the drive.

Funds will come through contributions by employers of 1% of their weekly payroll costs. Eugene Sanders, president of the institute, said it is hoped that "some advertising can be under-

Of all the new programs on all the networks, only one broke into Nielsen's Top Ten—ABC's *Rifleman*.

taken," but this is contingent on how close collections come to the estimated annual yield.

R.O.P. Color in January Moves Up 3.6%, Hoe Reports

Newspaper r.o.p. color linage in January was 6,787,974 lines, up 3.6% from 6,550,840 lines reported in January, 1958, according to the "Hoe Report on R.O.P. Color." Biggest users of r.o.p. color in January was Ford Motor Co. (175,648 lines), General Food's Tang (131,442), Pillsbury Best flour (96,944), Armour meat products (91,821) and L&M cigarets (85,654).

The r.o.p. report, put out by R. Hoe & Co., is based on a Media Records check of 400 newspapers in 130 cities.

AMSCO Spots on 70 Stations

American Metal Specialties Corp., Hatboro, Pa., manufacturer of AMSCO toys, has scheduled a $250,000 tv campaign using 1,714 spots, comprised of 20's, 30's and 60's, on 70 stations in about 44 major markets for its new novelty musical toy, the Whizzler. AMSCO is also using the toy publications *Playthings* and *Toys & Novelties*. The agency is Philip Klein Advertising, Philadelphia.

William Stedman Retires

William M. Stedman has retired after 17 years as advertising director of American Home Products Corp., New York. He will continue in a consulting capacity. No successor has been named. Mr. Stedman's responsibilities have been divided among various division heads and his former assistant, Kenneth Baumbusch.

Larson Joins Mogul Lewin

Margaret Larson, an account executive for six years with Lynn Farnol Associates, has been appointed associate publicity director in charge of the fashion news bureau of Mogul, Lewin, Williams & Saylor, New York.

right to the TOP ...go ABC-TV

No. 1 in the Nielsens—that's ABC! ABC has 5 programs in the Top Ten—as many as the other two networks combined! And ABC is the No. 1 network 4 out of 7 nights a week—*more* than the other two combined! Which helps explain why ABC's nighttime audience is up 1,200,000 homes over this time last year.*

No. 1 for the money—that's ABC! ABC delivers its whole walloping audience more efficiently than either of the other two! Average cost per minute for 1,000 homes on ABC is $2.78. The other two—$3.13 and $3.43. ABC has the most efficient Western, the most efficient situation comedy, the most efficient variety show. In fact, ABC-TV has 5 of the 10 most efficient shows in all categories—and 9 of the top 20!**

ABC TELEVISION

National Nielsen February I Report, Average Audience Per Minute.
*Sunday-Saturday 7:30-10:30 PM all sponsored evening programs.
**Nielsen Special Analysis, Nov.-Dec., 1958, Evening Once-A-Week Programs—CPM GM Delivered based on average audience ratings, estimated time costs and published talent figures.

AGE 26... mother of a growing family. Needs to budget time as well as money. Knows what she wants and where to get it. For shoes with fit and fashion at sensibly low prices, she's learned to depend on MILES SHOES

SOFT SHOE SELL—*Miles Shoes, chain of more than 250 shoe stores, features people who wear the shoes, rather than the shoes themselves, in its pre-Easter campaign. The ads run in 30 newspapers in Miles' selling area which lies east of Canton, O. Daniel & Charles, New York, is the agency.*

Lever Bros.' '58 Earning, Profit Hit Record High

NEW YORK, March 17—Lever Bros. broke all records last year when it did $362,600,000 business and showed a net profit of $10,100,000. This represents an 11% increase in sales and a 71% rise in net profit.

For the second year, Lever has made public a report to employes in which it details the company's financial operations. In the U.S. in the past, as part of Unilever, the U. S. company did not release any figures.

■ The report noted that almost 50% of the 1958 sales volume came from products that were not on the market five years earlier. Stripe and Lucky Whip went national last year, it added, and Handy Andy and Praise will do likewise in 1959. "Handy Andy, in fact, will probably be fully distributed by the time this report is published."

The company was especially proud of its profit showing since last year it frankly acknowledged that a net profit of $5,900,000 on sales of $345,600,000—less than 2% of sales—was "inadequate for a company of this size." #

Coy Adds 5 Related Accounts

Coy & Associates, Detroit, has added five new accounts, all related to the car wash industry: Haverberg Auto Laundry Equipment Co., Chicago; Chicago Car Wash Assn.; *Auto Laundry News*, San Gabriel, Cal.; Sherman Equipment & Supply Co., Toronto; and Advanco Laboratories, Saginaw, Mich., manufacturer of cleaning chemicals.

Remillard Joins Miles

John L. Remillard, formerly assistant account executive—consumer print with Batten, Barton, Durstine & Osborn, New York, has joined Miles Laboratories, Elkhart, Ind., as a product manager. He will be responsible for developing and administering a merchandising program for One-A-Day vitamins.

P.O. Shows Equipment to Congress, Seeks Funds for Yet Newer Devices

Improvement Thus Far Is Slight, but More Automation Is Ahead

WASHINGTON, March 17—The dedication ceremony for Washington's newly "mechanized" main post office a week ago was projected by postal officials into the jumping-off point for a nationwide postal modernization program which is expected to bring mail handling into the 20th century.

With hundreds of top government officials, including influential members of Congress, on hand Postmaster General Arthur Summerfield proclaimed that the introduction of mail handling devices of the kinds installed here "opens a new era in the postal service, fully as important as the start of railroad service for mail in 1831 or the inauguration of regular air mail service in 1918."

While the newly renovated Washington post office would not qualify completely as a "post office of the future" it is a showcase of the progress that has been made during the past six years toward mechanized mail handling. Mail moves entirely by conveyer belt, and a start has been made toward sorting and processing of mail and parcels by machine.

■ Even with the effort that was invested here, most sorting is still by hand, and canceling is accomplished on old-style canceling machines. Nevertheless, the movement of mail through the post office has been greatly simplified, and at least one semi-automatic mail sorting machine is in use.

Even as a transitional post office, however, the Washington project has special importance to the department and to members of the public who have demanded action on automatic mail handling.

Located within three blocks of the Capitol building, it is a working demonstration for members of Congress of the need for funds to complete the department's postal research and modernization program.

At the dedication program last week, Postmaster General Summerfield obviously was thinking of the budget requests now before the House appropriations committee to finance modernization of about 11 of the nation's most serious postal "gateway" bottlenecks.

■ Members of Congress were individually invited to attend the dedication program, and chartered buses shuttled between the congressional office buildings and the post office. In his dedicatory remarks, Mr. Summerfield paid tribute to the support which the department receives from Congress.

In addition to the members of the Senate and House post office committees, the congressional delegation included influential members of the appropriations committees, including such key members as Rep. Clarence Cannon (D., Mo.).

After the ceremony, guides led members of Congress and other guests through the post office, inviting them to observe the machines in operation, and to discuss their importance with postal personnel on the job.

Postmaster General Summerfield explained during a press tour that the Washington renovation had been unusually expensive because the post office building, dating back to 1914, required extensive interior modification. Throughout the six-month renovation job, the post office continued in operation, handling about 5,000,000 pieces of mail daily, with 5,200 men and women on the job.

■ Among the most important innovations was the introduction of the Mail-Flo endless belt system. More than six miles of conveyer equipment had been installed, eliminating the heavy trucks which formerly cluttered up post office work space.

Parcel post sorting had been mechanized to a considerable extent, with the installation of six lines of parcel post sorting equipment, capable of sorting parcels to 32 destinations.

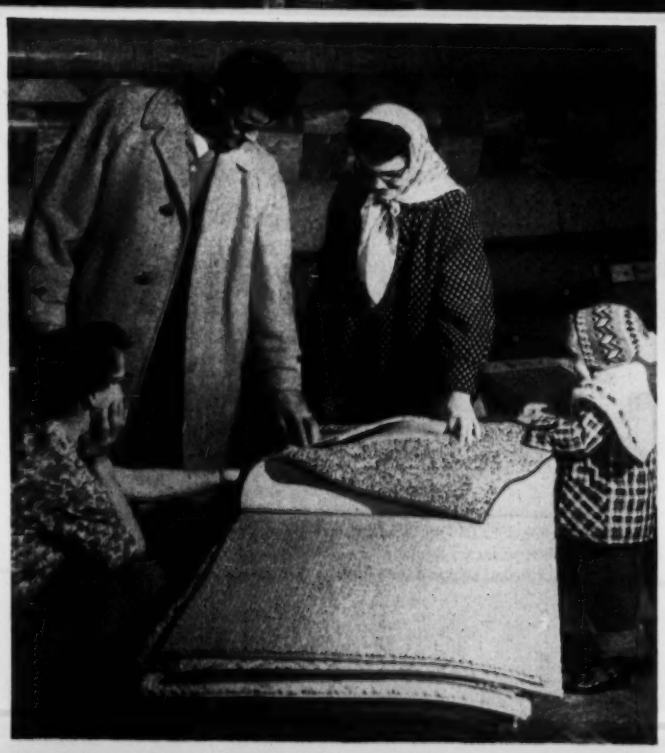
One semi-automatic International Telephone & Telegraph mail sorting machine was also in use, but its capacity is only 300,000 letters a day sorted by six operators to 300 destinations. One Pitney-Bowes automatic canceling machine has also been installed.

■ At the dedicatory program, guests were invited to tour the post office department research laboratory which is located in the building. Here they saw working

OLD, NEW—*These views in the Washington, D.C., post office show steps toward modernization, including the moving belt in the photo at left, and the semi-automatic letter sorters in the photo at right, each of which sorts up to 18,000 letters an hour. Still in evidence in the picture at left, however, are hand sorters at work, an indication that the P.O. still has a way to go in modernization.*

Thanks to unbalanced media buys...

Your competition neglected



Farmers and their wives buy rugs, washing machines, dryers, couches, drapes, TV's . . . in fact, every kind of furniture and appliance sold in the city. Are you exploiting this big market?

Paste Paper ALWAYS With Best-Test

"BEST-TEST" never wrinkles — curls — shrinks. Excess rubs off clean.

FOR THE GRAPHIC ARTS A MUST

A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.

UNION RUBBER & ASBESTOS CO. TRENTON, N. J.

BEST-TEST MAKES PASTING A PLEASURE

models or prototypes of far more advanced machines for culling, facing, canceling and sorting mail. Many of these machines, including a more advanced sorting machine, are on order for installation in other mechanized post offices which are to be built in the next few months.

Postmaster General Summerfield expressed special determination to get the modernization program off the ground this year. He said, "I hope it will be well under way by the time my term of office ends."

Altogether postal officials estimate that about 60 "gateway" post offices must be re-equipped. Over a four-year period, expenditures for buildings and equipment will probably amount to about $2,000,000,000, according to Deputy Postmaster General Edson O. Sessions. Of this amount, he believes, about $500,000,000 would be appropriated by Congress; the remainder would be advanced by private investors under a lease-purchase arrangement.

In the budget now before the House appropriations committee, the Post Office is seeking about $100,000,000 to get the nationwide modernization program under way. Mr. Sessions said there has not been any firm decision on the cities that are to be covered first, that to some extent the decision will be dictated by the urgency of a particular situation.

Ultimately the Post Office hopes to achieve completely automatic post offices, including machines which actually read addresses.

■ One highly automated post office is to be built now at Providence by IT&T as an experimental station, where newest sorting and handling equipment will be in constant use.

Under this arrangement, IT&T will lease the completed and equipped post office to the government under a contract which requires it to replace the mail processing machines as rapidly as newer ones can be developed.

A second experimental post office of this kind also is contemplated elsewhere, with a different industrial firm serving as contractor.

"By entering into contracts of this type," Mr. Sessions said, "we get the thinking of top grade engineering organizations, so that we have the benefit of expert outside judgment."

■ New Rabinow sorting machines, now being built by Burroughs under a contract with the post office, have approximately the same capacity as the IT&T machines, but require only about half as much floor space. A machine that reads typed addresses for as many as 32 destinations has been developed in a prototype stage, and this, or an improved version which reads script, will ultimately replace the operators at the sorting machine keyboards.

Also in the program is a variety of highly automatic culling, facing and canceling equipment which has been developed by Emerson, IT&T, and Pitney-Bowes.

Waindel Joins Studebaker

Gerald Waindel has been named director of public relations of Studebaker-Packard Corp. and Mercedes-Benz Sales, South Bend, Ind. He formerly was public relations account executive for the Rice Industry at J. Walter Thompson Co., Chicago, and before that was a vp of Roche, Williams & Cleary, Chicago. W. C. (Red) Lockwood, formerly manager of public relations at Studebaker-Packard, has joined the public relations department of Great Lakes Steel Corp., Detroit.

McCann Adds Ampex Business

The San Francisco office of McCann-Erickson has been named to handle recruitment advertising for Ampex Corp., Redwood City, Cal. Since McCann-Erickson acquired the instrumentation division account last November (AA, Dec. 1, '58), it is now handling Ampex advertising in three areas: instrumentation, magnetic tape products and recruitment.

How Station Shifts Alter Coverage Told in New ARB Study

WASHINGTON, March 17—American Research Bureau's fifth annual A-to-Z television coverage study, which goes into the mail this week, updates 120 separate areas to show changes in coverage and viewing habits since last year.

In some instances the changes reflect introduction of new stations or deletion of older ones. One of the most extensive studies, covering much of the state of Michigan, pinpoints changes which result from new stations in Toledo, Lansing and Flint, and a higher tower for WXYZ, Detroit. Another study shows the impact of WTAE, Pittsburgh's new station.

Selection of areas studied in the 1959 report was determined by requests from stations, networks and agencies, ARB said. Among the factors leading to studies in individual areas in 1959, in addition to new stations, were power increases, shifts of antenna sites, competition from community antenna systems and confusion arising from terrain factors.

Material mailed out this week covers 95 of the markets in this year's study. Results of the remaining 25 are to be mailed as soon as field studies have been completed.

■ For each market, the report shows (1) percentage of homes having tv, including uhf saturation if any: (2) stations received in the market, with percentage of homes able to receive each station and an indication of viewing frequency; (3) average daily circulation for each station during daytime and evening hours and (4) complete data on community antenna reception, where applicable.

Since the first A-Z studies in 1955, ARB has issued about 1,000 market reports, involving more than 400,000 interviews, according to ARB's director, James Seiler. In some instances reports represent an updating of a previously covered market, to reflect changes that have taken place.

Price of the reports is based on a variety of factors. For agencies the full package ranges from $150 for small agencies, to a maximum of $950. #

this Billion Dollar furniture and appliance market

Farmers are home-owners... who can afford the best!

Your competition forgot. He neglected to balance his advertising media buys over the furniture and appliance farm market potential. That's the reason State and Local Farm Papers can offer you a relatively free hand in this billion dollar per year market.

Your competition is presently trying to persuade farmers to buy primarily through slop-over, urban advertising. This oversight is your opportunity to be heard—and listened to—with unusual attention.

Here's why State and Local Farm Papers are best to balance coverage. They're flexible, and can be distribution-matched. Buy them individually, in units, or as a group. They're personal because they're written with the color and warmth possible only with limited-area circulation. Readership runs as high as 94% on editorial matter... almost as high on advertising. And they are the media farmers prefer over other rural publications.

Help yourself to this billion dollar furniture and appliance market with State and Local Farm Papers. They're the flexible, personal, and preferred sales medium influencing your farm customers in Farmland U.S.A.

For further information, write State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

The Farmer · Rancher and Farmer · Idaho Farmer · Prairie Farmer · Indiana Farmer · Missouri Ruralist · California Farmer · The Southern Planter · Nebraska Farmer · Pennsylvania Farmer · Wallaces Farmer · Georgia Farmer · Kentucky Farmer · Mississippi Farmer · Oregon Farmer · Washington Farmer · American Agriculturist · Kansas Farmer · Wisconsin Agriculturist · Michigan Farmer · Arizona Farmer-Ranchman · Arkansas Farmer · Farmer-Stockman · Ohio Farmer · Florida Grower and Rancher · The Utah Farmer · Tennessee Farmer · New England Homestead · Dakota Farmer · The Farmer-Stockman

AT YOUR FINGERTIPS

. . . many good promotion ideas . . . practical incentive merchandising suggestions . . . real helps for more profitable business

You MUST come to
CHICAGO
NAVY PIER
April 6, 7, 8, 9, 1959

Real dividends are yours when you attend the

26th annual
National Premium Buyers Exposition*

. . . hub of the premium and incentive merchandise industry

● For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES
MANAGERS
28 E. JACKSON BLVD.
Chicago 4, Illinois

*Under auspices Premium Advertising Association of America, Inc.

SPECIAL INVITATION

!!WORLD PREMIERE!!

Here at last, the most Fascinating, the most Fantastic, the most Fabulous cinematic **spectacular** ever to be brought before the eyes of the Advertising World! Truly a panoramic Epic of the Wild & Woolly **West,** of indomitable Courage, of Brains against Brawn . . . a robust, rowdy, roaring, red-blooded saga of Bad Men, Good Men & ADVERTISING MEN!!!

The Saturday Evening Post presents

"SHOWDOWN AT ULCER GULCH"

(or, "An Adult Eastern")

A Shamus Culhane Production

IN GORGEOUS COLOR •• ALL STAR CAST

The Great Mr. ORSON BEAN

Mr. Bean's performance is his most Breath-taking, his very Best! He plays to perfection the role of the iron-jawed, steely-eyed, dauntless **Hero** who, risking Life & Limb, & all, rides out of the pampered, effete East to sell space in the wide open spaces. See Mr. Bean stand up to the red-eyed ***violence*** of the snarling mob, out to hang the honest space Salesman! See him outwit the Notorious Space **Outlaws!** See the gun-blazing climax to "Showdown at Ulcer Gulch"!

Co-starring the Scintillating, Seductive Siren of the Screen **MISS SALOME JENS**

The exotic, alluring Miss Jens, in her most unusual role, enacts the part of the ***beautiful,*** bold Dance Hall Hostess. Jeer the Villains, and cheer the Belle of the Bar as she desperately tries to turn a new leaf in her Magazine career! The first time (and perhaps the last) that the ample Charms & full-blown Loveliness of this **thrilling** Thespienne appears in a Cinemagraphic venture of this kind!

LOOK at this Magnificent Supporting Cast!

MISS EDIE ADAMS • MR. BING CROSBY

MR. BOB HOPE • MR. ERNIE KOVACS • MR. CHICO MARX • MR. GROUCHO MARX

MISS BIBI OSTERWALD

★ ★ ★ ★ ★

NOW AVAILABLE TO AGENCIES, ADVERTISERS AND ADVERTISING CLUBS FOR GROUP SHOWINGS

Sales Meetings
Dealer Meetings
Conventions
Staff Conferences
Executive Meetings

CALL YOUR LOCAL

The Saturday Evening POST
Sell the POST-INFLUENTIALS -they tell the others!
A CURTIS MAGAZINE

OFFICE NOW TO RESERVE FILM

Your Post representative will arrange the details for you.

Goya Painting Called 'Obscene' in P.O. Imbroglio

Use in Ad for Film Would Make 'Variety' Unmailable, Official Says

WASHINGTON, March 17—The latest Post Office Department problem over "obscenity" involves ads which United Artists Corp. wants to use reproducing Francisco Goya's nude masterpiece, "The Naked Maja."

An ad for the film, consisting solely of a reproduction of the famous Goya painting, accompanied only by the painting's title, the painter's name and the UA trademark had been scheduled for *Variety* until a warning was received from the public services division, New York post office, that the publication would become unmailable.

With support from the American Civil Liberties Union, United Artists has brought suit to upset the ruling and to enjoin the Post Office Department from "making threats." The civil liberties organization called on Postmaster General Arthur Summerfield to act on his own initiative without a court test. But it added that, in any event, the action of the New York post office points to the need for leaving the determination of obscenity to courts where "carefully considered evidence . . . can be tested in open court," rather than to "one man's opinion, based on personal taste or whim."

■ The ads are to be used to promote the film "The Naked Maja," which deals with the life of Francisco Goya. In filing the case, United Artists points out that the painting has long been on public display in Madrid, and that it was reproduced in a color spread in *Life*, which was accepted for mailing in 1950.

Newspapers also have accompanied their stories with pictures of one of a series of extra-large Spanish postage stamps issued several years ago, commemorating the famous painting and reproducing it. #

Deutsch Evans

TRIBUTE—*Arnold R. Deutsch, president of Deutsch & Shea, New York, receives an inscribed gold medallion from his staff to mark the agency's 20th anniversary. Van M. Evans, exec vp, does the honors.*

'Building Products' Opens Cleveland Office

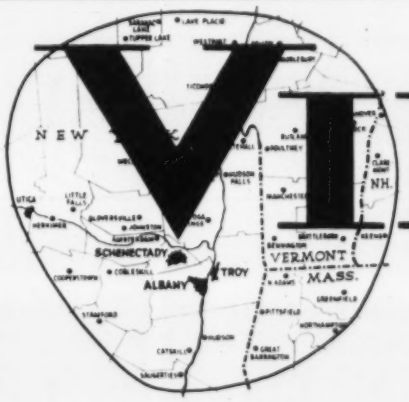
Building Products has opened a Cleveland district office at 2000 Superior Ave. The new office will be national headquarters for the magazine's reader service division as well as sales office for the central western division. The facilities are also adjacent to Tower Press, which prints the publication. Main headquarters are in Hudson, O.

Mary Paul Joins Smith

Mary E. Paul, previously director of research of WCCO and WCCO-TV, Minneapolis, has been named an associate of Charles Harriman Smith, Minneapolis, tv-radio research consultant.

Elmar Appoints Barry & Ross

Elmar Products Co., New York, manufacturer of food and novelty items for home aquariums, has appointed Barry & Ross, New York, to handle its advertising.



VIP....Very Important Perimeter

The $3 BILLION GOLDEN CIRCLE

ALBANY — SCHENECTADY — TROY

Covers 550,000 Television Homes . . . 33 Counties in 4 States! WAST-TV, the new VHF station, gives you greater, new coverage of a rich, $3 billion market in eastern New York State, western Massachusetts, Vermont and New Hampshire.

The "Golden Circle" has a consumer spendable income of $3,495,571,000. Contributing to this figure are:

Retail Sales	$2,379,670.000
Food Sales	615,678,000
Home Furnishings Sales	152,290,000
Apparel Sales	161,191,000
Drug Store Sales	72,532,000

CHANNEL 13

abc

WAST

ALBANY, N. Y.

WAST-TV gives you exclusive ABC Network shows for most of its coverage area . . . plus a matchless million dollar film package offering films from Warner Bros., MGM, Paramount and NTA. Write, wire or phone for choice availabilities.

Represented by

VENARD, RINTOUL & McCONNELL, Inc.

EXTRA CARE...
For the kind that pays off big in quality...
USE THE SERVICES OF
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Plastic Plates • R.O.P. Mats
160 East Illinois Street, Chicago 11 • DElaware 7-1541

LeTourneau-Westinghouse Adopts New Trademark

LeTourneau-Westinghouse Co., Peoria, Ill., has adopted a new stylized monogram trademark, which will appear on all earth moving, construction, logging and heavy materials handling equipment manufactured by the company.

The company said the design was selected for its "boldness and simplicity." LeTourneau-Westinghouse is a subsidiary of Westinghouse Air Brake Co., Pittsburgh.

Swan Moves to Swink

Swan Rubber Co., Bucyrus, O., maker of rubber and plastic garden and industrial hose and velocipede tires, has appointed Howard Swink Advertising, Marion, O., to handle its advertising. J. H. Bunting Advertising, Cleveland, formerly handled the account.

Holt Aims to Get TV Sponsors for 13 Outdoor Films

NEW YORK, March 17—The magazine division of Henry Holt & Co. (*Field & Stream, Popular Gardening, New Homes Guide, Home Modernizing Guide*) has come up with 13 films on hunting and fishing which it expects will be sponsored on television.

Franklin S. Forsberg, recently named vp and publisher of the division, said the half-hour films would be made available to tv stations.

"The films all carry credit lines for *Field & Stream*," said Mr. Forsberg, formerly operations vp of *Popular Mechanics* and one time bossman at *Liberty* and a top exec at Street & Smith, where he helped develop *Charm* and *Mademoiselle*.

"The films are expertly done by professionals," said Mr. Forsberg. "Right now we're showing them to agencies and advertisers, and if any of them think the films would be good for selling their products, the movies will become tv programs.

"We hope to make money out of the deal, too," he said, adding that the films represent "a type of diversification" for Holt and "a great promotion for us."

"There's no reason why a magazine house shouldn't take advantage of television," he continued. "The people who see the films on their tv sets will be natural readers for *Field & Stream*. Besides, advertisers will get a greater response through the association with the name of our book."

■ Mr. Forsberg, who in 1948 was plumping for mass circulation—and trying to build *Liberty* to an advertising property with a circulation of 2,500,000 when it had a net paid of 1,600,000—today has "a deep conviction" about the need for specialized magazines which concentrate on class, not mass.

"We can't compete with *Life* or television when it comes to numbers, so we will compete on the basis of quality and the degree of specialization. One job facing us here is to spell out exactly the influence each of our magazines has on the consumer and on the outlet which handles our advertised merchandise," he said.

Mr. Forsberg, who as a colonel in World War II headed the *Yank* operation, said the Holt magazine division planned "resourceful individual selling" by its representatives, who will be supported by a promotion campaign.

"The character of our representation," he said, "must be intelligent and helpful. We'll do a bit of rifle shooting instead of using a shotgun; we'll pick out a classification and see what we can do to push it."

■ According to Mr. Forsberg, his division does not yet get the liquor, cigaret and shaving cream linage "that we should get." He plans specialized appeals to these classifications.

Mr. Forsberg said Holt is interested in acquiring magazine properties "that would fit under our umbrella—those that have specialized consumer interests." But he said, "We have a lot of work to do with the properties we already have." Then he added: "When we've made them all important in the eyes of advertisers, we'll acquire some other magazines, we hope. We do want to make this magazine division of Henry Holt a factor in magazine publishing." #

Beech-Nut Moves

Beech-Nut Life Savers Inc. is moving its sales and advertising executive offices from its plant at Port Chester, N. Y., to its New York office at 477 Madison Ave.

More people . . . with more money . . . equal travel opportunity

Why one of America's biggest industries could get 20% bigger in 1959

Americans are now spending 25 billion dollars annually for travel ...18 billion for vacationing in the U. S., 5 billion for business travel at home and abroad, 2 billion for vacation trips abroad

In the past seven years, while the standard of living grew 25%, overseas travel alone increased over 100% . . . or four times as fast.

Not even the recent recession managed to slow down our exuberant American wanderlust. *And the jet age is opening new vistas.*

Here's why this year could see a still further expansion of travel: Our nation's conservative ten-year target is a 700-billion-dollar level of total production. *To make this possible,* Americans should begin by increasing their consumption of goods and services 10% to 15% by 1960.

Since travel expands far more rapidly than the standard of living in general, this *could* mean an opportunity for railroads, airlines, bus lines, hotels, resorts, car rentals and so on to increase traffic by an average 15% to 20% by 1960.

But it won't happen automatically. Travel faces increasing competition.

The weight of national advertising gives a warning. Total national advertising for all products almost doubled between 1950 and 1958. Just to hold his position against increased competition *in an expanded market,* the average travel advertiser would have to budget 121% more advertising in 1959 than eight years ago.

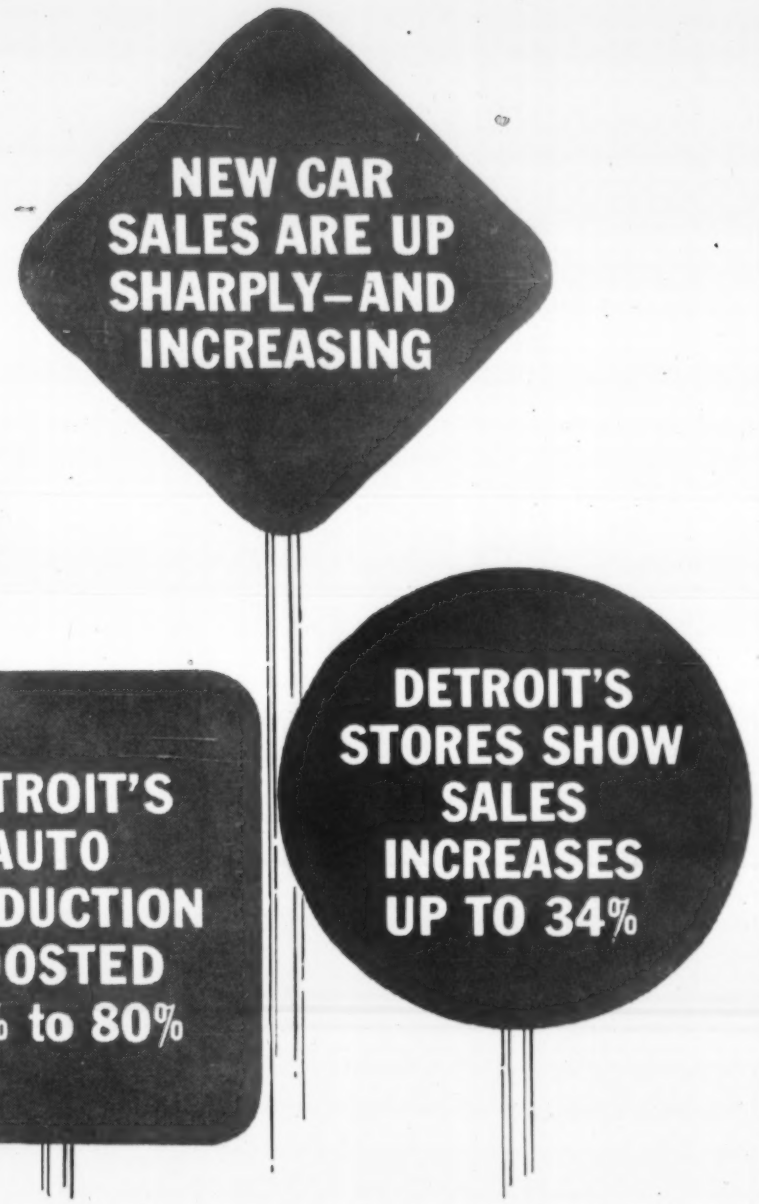
But more advertising *alone* is not enough. It must be more productive, sharper-edged. And it must be related to an over-all marketing program designed to realize *this vast opportunity* in the next 10 years—

- New millions of American families are entering and will enter higher income brackets. Travel is an accepted part of life for those who have been in these brackets for years. But millions of newcomers to these income levels will have to learn the habit of travel. *Teaching* them is an opportunity for advertising and marketing.

J. Walter Thompson Company has broad experience in travel advertising and marketing. If you care to explore the specific opportunities in the travel and vacation field offered by a rising standard of living we will be glad to discuss them with you.

J. WALTER THOMPSON COMPANY
New York, Chicago, Detroit,
San Francisco, Los Angeles, Hollywood,
Washington, D. C., Miami

GOOD SIGNS


NEW CAR SALES ARE UP SHARPLY–AND INCREASING
DETROIT'S AUTO PRODUCTION BOOSTED 50% to 80%
DETROIT'S STORES SHOW SALES INCREASES UP TO 34%

Detroit's on the GO again!

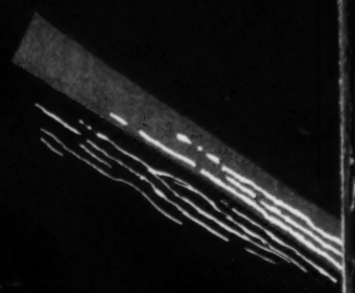
- **Immediate $100-million construction and expansion program by Great Lakes Steel!**
- **Immediate $35-million modernization program by Ford Motor Co.'s steel division!**
- **Immediate $68-million outlay for expansion by Detroit Edison Co.—part of a $300-million long-range plan.**
- **Immediate construction of a $2-million building by Burroughs Corp.**
- **Today, 1⅓ million are employed. Factory wage rates are over $104 weekly—highest of any major industrial market in the nation!**

These are Good Signs of Good Business for Detroit. No other market in the nation has as much potential! Now is the time to push *your* product in Detroit through THE NEWS. Its circulation—weekdays and Sunday—is the *highest in history*, and it carries more advertising linage than both other newspapers combined. The reason is *expanding coverage* in an *expanding market*!

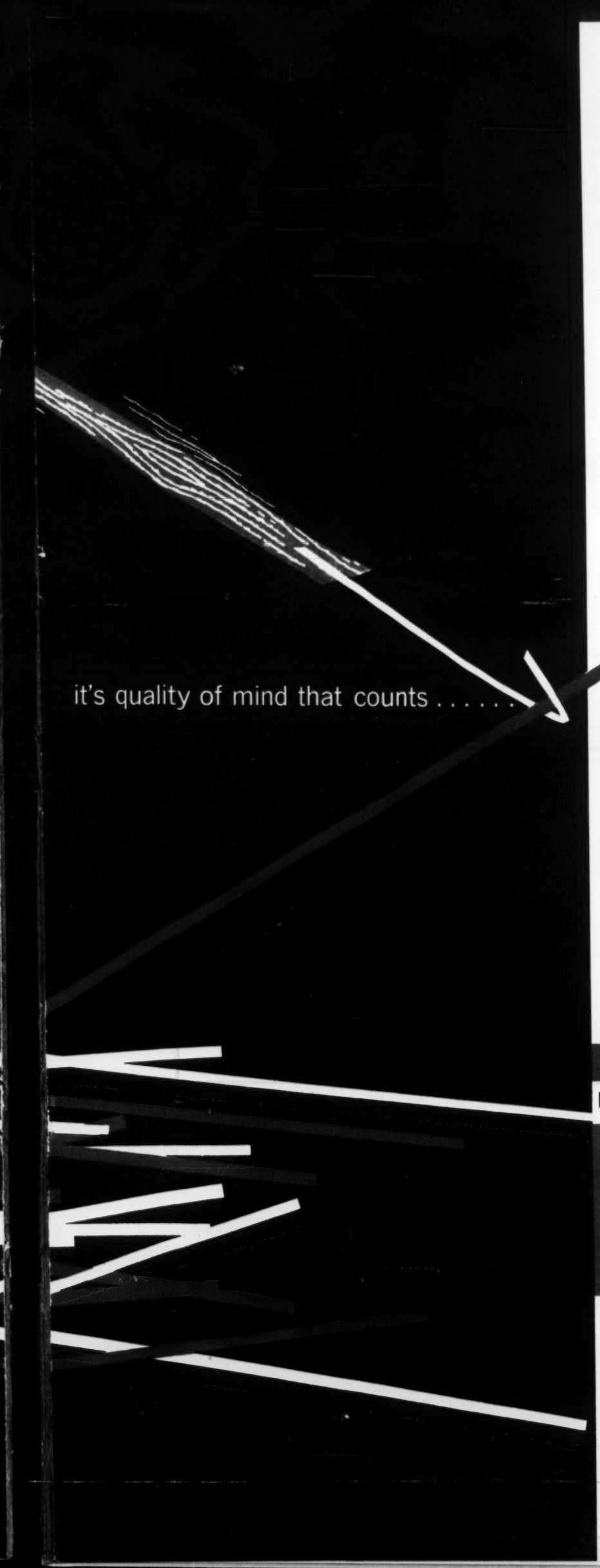
The Detroit News

First in Circulation 463,469 Weekdays, 572,276 Sunday, ABC 9/30/58

Eastern Office . . . 260 Madison Ave., New York
Pacific Office . . . . 785 Market St., San Francisco
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower
Miami Beach . . . . The Leonard Co., 311 Lincoln Road



When you measure management men, remember,



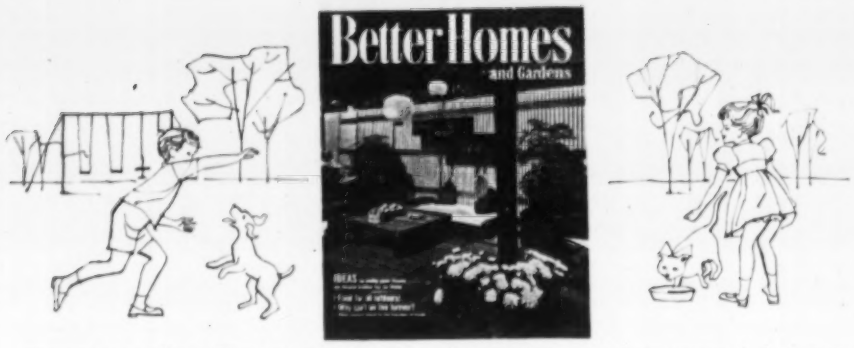
it's quality of mind that counts . . . . . .

Quality of mind makes all the difference.
It's reflected in the fact that subscribers read
and reread FORTUNE. Indeed, many executives keep
complete files of FORTUNE going back for years
—and use them for ready reference.

FORTUNE's repeat readership gives advertising
an opportunity to make repeat impressions.
This is particularly important for any product
that requires careful consideration by
management executives.

Another reason why advertisers find . . .

FORTUNE gets results.



If you want to sell more pet foods and supplies, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. A frequent editorial feature, "Your Pet and Mine" is eagerly followed by BH&G's animal-loving readers. And a recent survey* shows that a greater proportion of Better Homes and Gardens readers live in households that keep a dog or a cat than any other of the nine magazines covered.

*Look-Politz Study, 1958

During the year 1/3 of America reads **BH & G** ...the family idea magazine

Buchen Names Three

Buchen Co., Chicago, has appointed three men to its copy and contact staffs. They are Louis Paeth, copywriter on DoAll Co. and Oliver Corp. accounts; John T. McManus, account executive on Home Juice Co. and copy-contact for Masonite Corp. accounts, and Wendell Abern, assigned to the Crane Co. and Cast Iron Pipe Research Assn. accounts. Mr. Paeth formerly was with Roche, Rickerd & Cleary and Helene Curtis Inc. Mr. McManus previously was with E. H. Brown Advertising Agency and Lester L. Jacobs Inc. Mr. Abern formerly was with Ekco Products Corp.

Warnock Gets Market Post

John R. Warnock has been named general manager of marketing of the Detroit controls division of American Radiator & Standard Heating Corp. He formerly was Detroit district sales manager of the corporation's plumbing and heating division.

Dodge Finds Booklet of '20s Is Still Valid for Used Car Sales

DETROIT, March 17—Searching its archives in the pursuit of old advertising and sales material to be used in connection with the 45th anniversary of Dodge automobiles, the company came up with one booklet that would read just about as timely today as it did back in the early '20s.

The booklet is titled "Information on Used Car Values for Dodge Brothers Dealers." Except for a little editing—substituting a

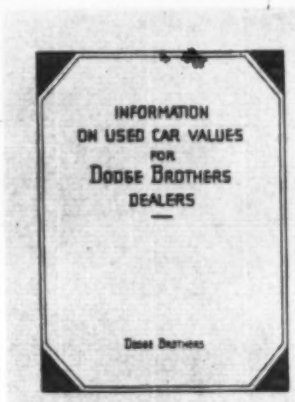


figure like $3,000 where the old copy reads $1,000—on price quotations, the advice to dealers reads well for present day trading:

"The question of value to be received in the new car should be the only issue to be decided. One would naturally expect to find customers on guard against attempts of some dealers to distract their attention from the main issue by stressing an extra allowance on the used car. A great many buyers are thus misled. Customers should be frankly told that the margin of profit does not provide for absorbing any used car losses."

Date of this advice as purveyed by Dodge originally was February, 1921. =

$250,000 Sweepstakes Set by Philadelphia Co-ops

Four Philadelphia grocery cooperatives are launching a $250,000 sweepstake promotion in April. They are Penn Mutual Grocery Co., Quaker City Wholesale Co., Unity-Frankfort Stores and Richmond Grocery Co. They represent 1,400 stores.

Prizes will be offered each week at the stores and the grand prize of the six-week campaign will be a house with swimming pool and a car. $67,000 will be spent to promote the sweepstake with seven full-color full-page ads and an opening spread in Philadelphia dailies. In addition, tv and radio will be used. A similar contest was recently undertaken in Charlotte, N.C. The promotion is coordinated by Len Edge & Associates, Charlotte, and Gresh & Kramer, Philadelphia.

Lakeland Ad Club Formed

Richard L. Ashe, Lakeland, Fla., ad and pr consultant, has been elected president of the new Lakeland Advertising Club. Other officers are William Schroeder, ad director of Publix Markets, 1st vp; Ed Cole, ad manager of Food Machinery Corp., 2nd vp, and Sara Weisberg, Sara Weisberg Advertising, secretary and treasurer.

Goodyear Promotes Eberhart

Paul W. Eberhart has been promoted to advertising manager, displays, of Goodyear Tire & Rubber Co., Akron. He succeeds L. Kirby Allen, who has retired. He was previously in the store planning department.

to REACH and SELL..

the GREATER SAN FRANCISCO · OAKLAND MARKET

BUY KTVU CHANNEL 2

...now in the second year of operation, KTVU will continue to move merchandise in AMERICA'S SIXTH MARKET with:

Greater Area coverage through *unduplicated* independent programming.

Full-sell Minute Announcements in *all* time classifications.

Top-quality, *full-length* feature films in AA time.

Exclusive live and Videotape coverage of Bay Area college and professional sports—from football and basketball to rugby and tennis.

Largest, most *up-to-date* studios and facilities in the Area.

Complete Area coverage through *maximum power*: 100 KW Video; 50 KW Audio.

CALL KTVU or H-R Television, Inc., NOW for complete information and availabilities.

San Francisco · Oakland Television INC.

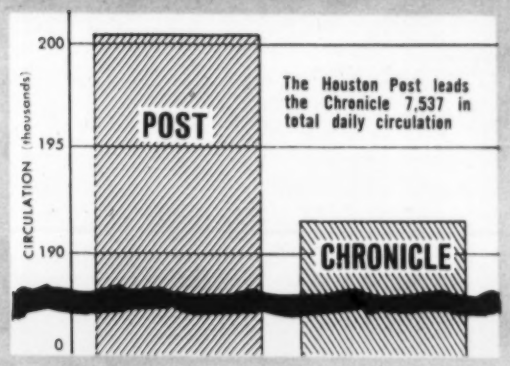
ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

new star in the Lone Star State—

THE HOUSTON POST

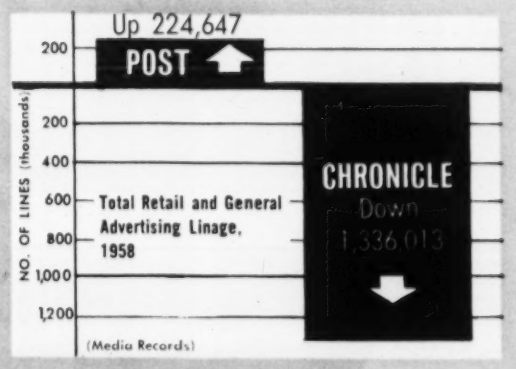
1st in total daily circulation

The Post now leads the Houston Chronicle 7,537 in total daily circulation. The Post: 200,551; the Chronicle: 193,014. (ABC Audit Report, 12 months ending September 30, 1958).



1st in linage gains

Both national advertisers and retail advertisers recognize The Houston Post as Houston's new leader. Last year total General Linage was up 18,274 lines; total Retail Linage jumped 206,376 lines. The two other Houston dailies sustained losses in both total General and total Retail Linage. The Post has led each year in advertising linage gains since 1953. Source: Media Records.



1st in editorial excellence

This year The Houston Post won the coveted Community Service Award and three other first prizes to lead all other Texas newspapers in top awards in the 1958 Texas Associated Press competition. This marked the eighth time in 11 years that The Post has been honored for community service in the contest.

Today more people read The Post daily than any other Houston newspaper. Today more national and local advertisers pick The Post than ever before. Today for top quality coverage of the South's largest market it pays to pick The Post.

THE HOUSTON POST

Member of ABC

W. P. Hobby, *Chairman of the Board*

Oveta Culp Hobby, *President*

Represented Nationally by Moloney, Regan & Schmitt

THE LAND OF MILK AND HONEY..

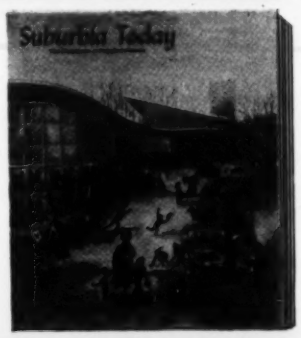
Table setting by Lubliner and Himmel,
Winnetka, Illinois—
China: Sascha Brastoff.
Goblets: Orrefors.
Silver: Georg Jensen.
Pitcher: Jean Luce.
Handbag and accessories from Bramson,
(Chicago, Evanston, Palm Beach)

..AND SPENDABLE MONEY...

THE MAGNIFICENT MARKET OF *Suburbia Today*

Today's greatest concentration of buying power is in the Magnificent Market of SUBURBIA TODAY. This is the land of high-income, home-owning, multi-car families who enjoy a flair for finer things. It is the land of modern shopping centers, giant supermarkets, smart stores and sales salons. It is the land of booming sales for $5,000 automobiles . . . $500 Hi-Fi sets . . . and for 60c crab meat . . . 15c soups . . . for all the things that go into the home. It is the Magnificent Market covered in depth by SUBURBIA TODAY. SUBURBIA TODAY is the smart, colorgravure magazine distributed *exclusively* by selected suburban newspapers. It is edited for suburban families whose discerning tastes are matched by their ability to buy.

This concentrated coverage of suburban communities offers advertisers an unprecedented opportunity to concentrate their sales message on today's most responsive market for quality products. Distributed by 176 outstanding suburban newspapers, SUBURBIA TODAY delivers local coverage in depth of 450 top-rated suburban communities—the outstanding shop-at-home suburbs in the country's leading metropolitan centers. Your representative would like to show you how SUBURBIA TODAY follows your most alert dealers in the golden land of preferred customers—and how you can profitably concentrate your product message in the suburban areas in which his best customers live. Call him in today.



The smart, monthly colorgravure magazine of newspapers in selected suburban communities.

Suburbia Today

Leonard S. Davidow, *Publisher*

Patrick E. O'Rourke, *Advertising Director* • James L. Thompson, *Advertising Manager*

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677
LOS ANGELES 5: Blanchard-Nichols Assoc., 633 S. Westmoreland Ave., DUnkirk 8-6134
SAN FRANCISCO 7: Blanchard-Nichols Assoc., Phillips and Van Orden Bldg., 900 Third Street, YUkon 6-6341
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Bldg., FRanklin 1-9941

reaching 1,212,166 families
serving over 450 selected suburban communities

Suburbia Today

The Magazine of Pleasant Places

McCarty Bustup Ends 'Convenience Marriage': Persons

(*Continued from Page* 3)

35 persons and bills an estimated $3,000,000 a year. The New York company is owned by a group of eight executives, all active in the agency, with Mr. Persons having the largest block of shares.

■ The state of Texas figures prominently in this story. The New York agency originated in Texas and it was a disagreement over client service in Texas that apparently precipitated the breakup with McCarty.

Wilhelm-Laughlin-Wilson & Associates was formed in Houston during the early part of World War II by Steve Wilhelm, W. R. Laughlin and Bob Wilson. It was a major agency from the start, having opened with two big pieces of Howard Hughes business—Hughes Tool Co. and Gulf Brewing Co.

Don L. Baxter became a principal after the war when he opened an office for the agency in Dallas. Howard Persons entered the picture in 1948 when the Texas agency asked him to open a New York service office. Mr. Persons, who had previously worked for three years in Texas, was then with Fuller & Smith & Ross in New York.

■ Messrs. Wilhelm, Wilson and Baxter subsequently pulled out of the agency. Mr. Wilhelm opened Foote, Cone & Belding's Houston office, taking the Hughes business with him; Mr. Wilson joined D'Arcy Advertising—he is still head of the Houston office; and Mr. Baxter opened an agency under his own name in Dallas.

As a result, by 1954, when the affiliation with McCarty Co. was arranged, Laughlin-Wilson-Baxter & Persons had only a New York office and Mr. Persons was the only name on the door who was active in the agency. "It was a relief," Mr. Persons recalled today, "to get down to one name from four. People kept asking, 'Where's Laughlin, Wilson and Baxter'?"

Dresser Industries, the largest account in the New York office, was the go-between on the McCarty affiliation and Dresser is again a key factor in the current disaffiliation.

Early this year Lane-Wells Co., a Dresser division in Texas, disbanded its advertising department and assigned its account to Stonedale-Jones Advertising, Houston (AA, Feb. 2, 9). At about the same time, Stonedale-Jones was acquired by the McCarty company of New York—not Los Angeles—and Edward Beauchamp, formerly advertising and sales promotion manager of Lane-Wells, became president of the Houston agency, which was incorporated under the McCarty name.

■ The decision to open in Houston to service Dresser was reportedly a matter of controversy between Mr. Persons and H. E. Cassidy, president of the McCarty Co. of Los Angeles. McCarty already had a Texas office in Dallas and here was its New York affiliate opening its own branch in the same state—under the same name.

Mr. Persons said today that the Houston office will remain a branch of the New York company and will also change its name. He said that the McCarty company of New York is the major shareholder in the Houston company but that Mr. Beauchamp also owns stock. Mr. Persons said he eventually expects to have the people in the Houston office owning the majority of shares.

"People work better when they know they have a stake in the business," he said. #

Williams Joins Raytheon

Marshall A. Williams, formerly a divisional marketing director of International Telephone & Telegraph Corp., has been named director of market development in government corporate relations operations of Raytheon Mfg. Co., Waltham, Mass., a new post.

Monelle Names Sander Rodkin

Monelle Corp., Monmouth, Ill., has named Sander Rodkin Advertising Agency, Chicago, to handle an advertising campaign for its newest product—an eight-in-one lawn garden implement. The company will use business publications, direct mail and point of sale material in the campaign.

WTRF-TV STORY BOARD

A horse player named Joe was in the depths of a long losing streak. He just couldn't get a horse in the money. One day, after taking a beating in six consecutive races, he disappeared. His pals reported his disappearance to the police, but nothing happened. Finally the boys went to the morgue. He sheet was lifted from the first corpse.

"Nope, not our pal," they told the attendant.

"Nope," they said when the second sheet was lifted.

Came the lifting of the third sheet. Again, "Nope, not Joe." The attendant lifted the fourth sheet.

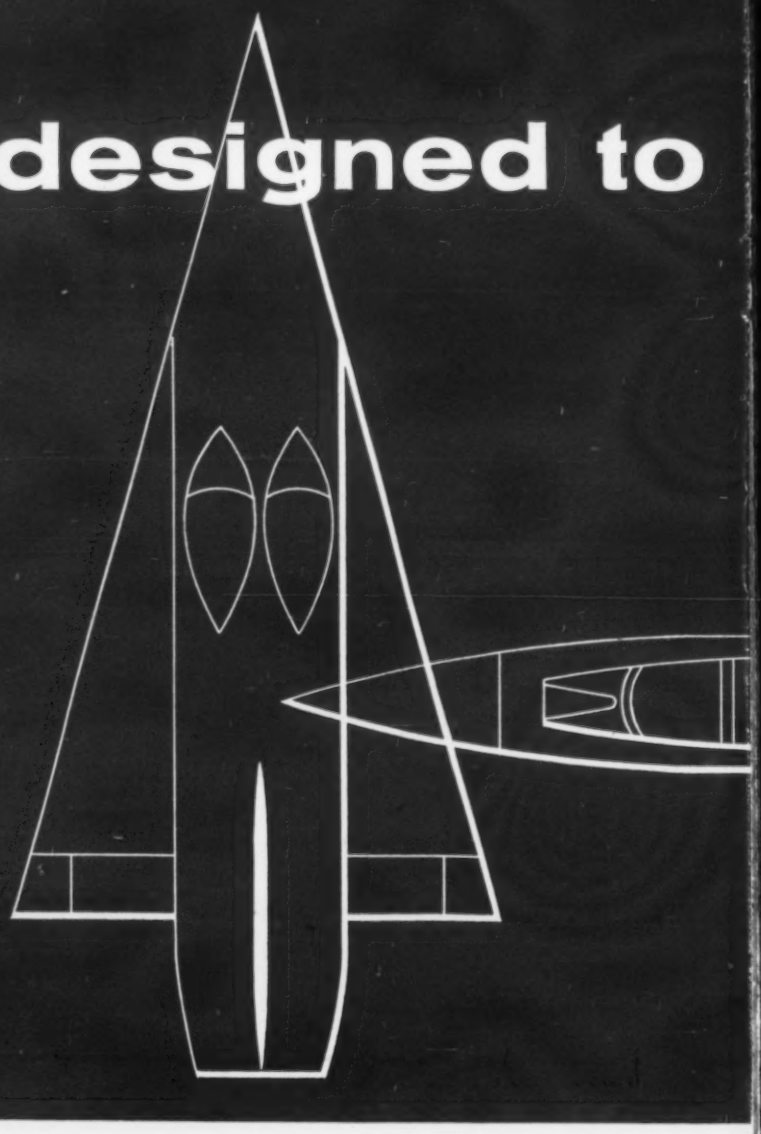
"It's poor Joe, sure enough," exclaimed a pal. Then added, sadly, "And out of the money as usual."

● Alert advertisers have a sure thing going for them in the responsive audience of the 36-county WTRF-TV area, where 2 million people have an annual spendable income of $2½ billion. The George P. Hollingbery Company will help you place your bets.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

AIRCRAFT AND MISSILES MANUFACTURING

designed to



Gives readers practical and timely design and production information specifically geared to aircraft and missiles manufacturing—up-to-the-minute technical information necessary for their function in the industry.

Gives advertisers a direct and economical way to reach more than 23,000 aircraft and missiles design, production and procurement officials—men selected only on the basis of their specifying/buying power and their functions.

Aircraft and Missiles Manufacturing is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Aircraft and Missiles Manufacturing devotes full time to the publication, with the dual aim of editorial excellence and controlled, growing circulation. The result is a magazine *designed to sell* the aircraft and missiles industry.

Radio Men Listen to Sweeney Sell, Sponsor Gripes

(*Continued from Page* 3)

comments ran along these lines:

• Radio stations like to take business from another station.

• Many radio presentations are undersexed. . . and a waste of time.

• I never know whether I am getting the same price for time as my competitors. . . There are too many shenanigans, with stations trying to make deals. You can't even believe Standard Rate & Data anymore.

• I haven't seen a major presentation on radio in at least two years.

• Selling through political and local pressure on the local representative is not good selling. We're pressured to buy outlandish packages by our local men because they're a pal of the local radio guy in the civic enterprises in their city.

■ RAB released the results of three separate studies it had made, to determine the shortcomings in radio selling. One fault pointed up by a study in two cities was that the newspapers had many more salesmen on the street than the radio stations. In one case three newspapers had a staff of 188 salesmen, compared with a combined 28-man sales staff for eight radio stations in that city.

Local advertisers interviewed in a depth study indicated that they were called on much more frequently by newspapers and tv than by radio, and that newspapers and tv made more interesting and informative presentations when soliciting business. A study of a cross-section of national advertisers came up with similar findings, with magazines also outranking radio. #

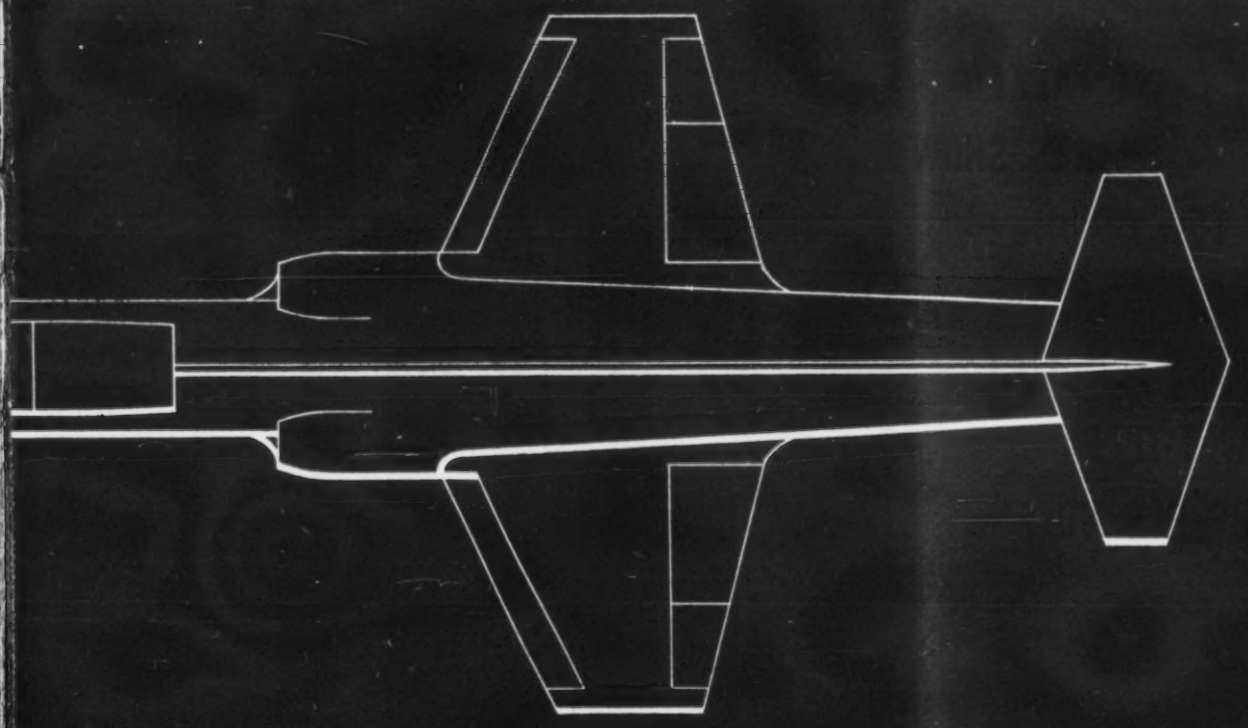
Two Join Olian & Bronner

Alfred Collins and Elmer D. Silha have joined Olian & Bronner, Chicago, as account executives. Mr. Collins, who will also work on special creative assignments within the agency, was formerly vp and creative director of Gourfain-Loeff, Chicago. Mr. Silha was previously exec vp of O'Neil, Larson & McMahon, Chicago.

Mead Acquires Gibraltar Unit

The display division of Gibraltar Corrugated Paper Co., Jersey City, has been acquired by Mead Containers Inc., Cincinnati, wholly owned subsidiary of Mead Corp., Dayton, O. No changes in personnel are contemplated, and the Gibraltar unit will be operated as a division of Mead Containers.

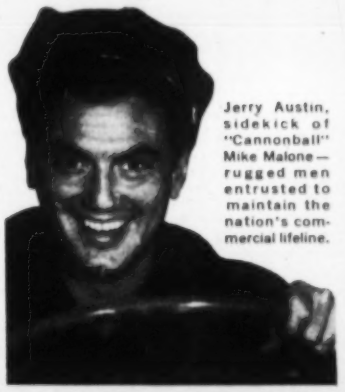
sell the aircraft and missiles industry



Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books



Jerry Austin, sidekick of "Cannonball" Mike Malone—rugged men entrusted to maintain the nation's commercial lifeline.

ADVERTISERS SNAP UP ITC'S CANNONBALL

New Markets Sold Each Day—Wire Now For Your Choice Of Availabilities!

Dynamic action adventure and intense human interest!

BRAND-NEW by Robt. Maxwell, creator of LASSIE!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Farm Paper, TV, Radio Men Vie in Inter-Media Debate

CHICAGO, March 17—Resolved: ——— is the best medium to sell the farm market.

Three spokesmen—for farm papers, radio and tv—each of whom had his own fill-in for the above blank, fought for the spot in a three-way debate before the Chicago Area Agricultural Advertising Assn.

No vote was taken. If anything was resolved, probably it was that media buyers have to be particularly astute judges of rhetoric just to keep abreast with media selling.

■ For tv the argument was presented by William C. Gillogly, sales director of ABC-TV's central division. He devoted much of his allotted ten minutes to citing the results of "Jubilee, U.S.A.," a weekly half-hour ABC-TV show sponsored by Massey-Ferguson industrial division of Massey-Harris-Ferguson, maker of heavy farm equipment.

The Massey-Ferguson tv venture (AA, Dec. 29, '58), on which the advertiser is reportedly spending in excess of $1,000,000, has pulled impressive viewer response and has resulted in tractor sales for the advertiser at a rate "ten times greater than a year ago," Mr. Gillogly said.

The underlying point behind his argument, Mr. Gillogly went on, is that farm audiences today are basically no different from any other audience. "They are no less sophisticated than their city counterparts," he said. "Tv sells them the same way it sells millions of city people."

A few years back, he acknowledged, when tv didn't reach as many farms as it does now, tv hardly seemed a medium for farm products. But today, he said, when three out of four farm homes are reached by tv—usually by several channels—advertisers should awaken to the fact that tv, with its unique capacity for product demonstration, should rate a high place in their media thinking.

■ Radio is the best farm product medium because it is the closest thing to a direct salesman, Bob Parker, director of agricultural sales and advertising, WBAY, Green Bay, Wis., radio station, told the group.

Radios, found in several spots on most farms, are regularly relied on by farmers for important information like weather and markets, he noted. It's the one medium farmers can enjoy without interrupting their meals and other activities, he added.

From the advertisers' point of view, probably the most important single asset radio offers is the radio farm director and the personality he brings to a radio station's farm program, Mr. Parker emphasized.

These directors, he said, provide a confidence in the station that is important to the listener. Also important to the advertiser, he added, is the tie-in support these directors give local dealers in farm products.

■ Spokesman for farm papers was James A. Clarity, manager of the Midwest Farm Paper Unit. His argument for his medium as the primary one for farm products was based largely on measurably high impact of impressions and lower cost per 1,000 that farm papers offer relative to radio and tv.

He also put tremendous emphasis on the editorial climate of farm news that farm papers offer their advertisers. When farmers want detailed news about farming trends, financing, agricultural research and any of dozens of other in print, Mr. Clarity said, they go farm subjects fully reported only to the farm papers. He also noted that farm paper readership is relatively constant the year around while tv audiences drop off sharply in the summer. #

Cling Peach Board Sets Spring Drive in 'Life'

Beginning in the April 20 issue of *Life*, the Cling Peach Advisory Board, San Francisco, will launch its spring advertising and merchandising campaign for cling peaches and fruit cocktail, built around the tie-in theme of "Look what you can do with cling peach (or fruit cocktail) and . . ." The "and" items with fruit cocktail during the course of the drive will be shredded coconut, dates, Jell-O, ham, and pancake and baking mixes. With cling peaches, they will be ice cream, oatmeal, cold cereals, Jell-O, coconut, hamburger, chicken, frankfurters, sausages, ground beef and lamb.

Life will carry the entire campaign, with color pages on April 20 and June 1 for fruit cocktail and a double spread and page insertion, respectively, on May 11 and June 22 for cling peaches. Batten, Barton, Durstine & Osborn is the agency.

Miami Adclub Elects

Charles H. Whitebrook, of Bishopric/Green/Fielden, has been elected president of the Advertising Club of Greater Miami. He succeeds Paul R. Greenaway, Florida Power & Light Co., who was elected secretary of the group. Other officers include Jack R. Caesar, 1st vp; W. Bentley Glass, 2nd vp, and Thomas W. Steele, treasurer.

Whelen Joins Hayhurst

Peter H. Whelen, formerly manager of radio advertising and sales promotion of Motorola Inc., Chicago, has joined F. H. Hayhurst Co., Toronto, as director of the agency's merchandising and sales promotion.

Just completing its 2nd big year on the ABC-TV network ★

ALL STAR GOLF

THE MOST TALKED-ABOUT SPORTS SHOW ON TELEVISION... AVAILABLE FOR SPRING-SUMMER! NOW TITLED "TOP PRO GOLF"

ACTION! EXCITEMENT!

26 one-hour shows of thrilling golf matches featuring the world's greatest stars. It will be a powerhouse—telecast during the golf season. Reaches the cream of the American buying public—no other show in TV, sports or otherwise, has this type of pegged audience.

Strome Joins Ted Bates

Richard R. Strome, formerly with Doherty, Clifford, Steers & Shenfield, New York, has joined Ted Bates & Co., New York, as a copywriter.

Alander Heads Ad Group

R. J. Alander, advertising manager of the *Observer*, Charlotte, N. C., has been elected president of the Newspaper Advertising Executives of the Carolinas.

Make Rate Cards Simpler, Uniform, O'Neill Recommends

ATLANTA, March 17—A call for simplified rate cards was voiced here yesterday by Michael J. O'Neill, advertising director of *TV Guide*.

He told the Atlanta Advertising Club that the banking, insurance and real estate fields have "made tremendous strides in recent years by reducing their financial arrangements to simple, one-syllable terms, thereby gaining the confidence of a once-wary public."

Mr. O'Neill suggested that "all magazines in a certain category, or in a common circulation bracket, should have uniform rate data.

"Every item in the rate cards that involves money should be worded the same for all publications in a given category," he said.#

Medical Assn. Appoints Two

The American Medical Assn. has named John L. Murphy eastern division ad supervisor and appointed Monte Brown ad supervisor of the central and western division. The two new posts have responsibility for ad sales of all AMA publications. Both men were previously sales representatives of the association.

Cyanamid Issues News Sheet

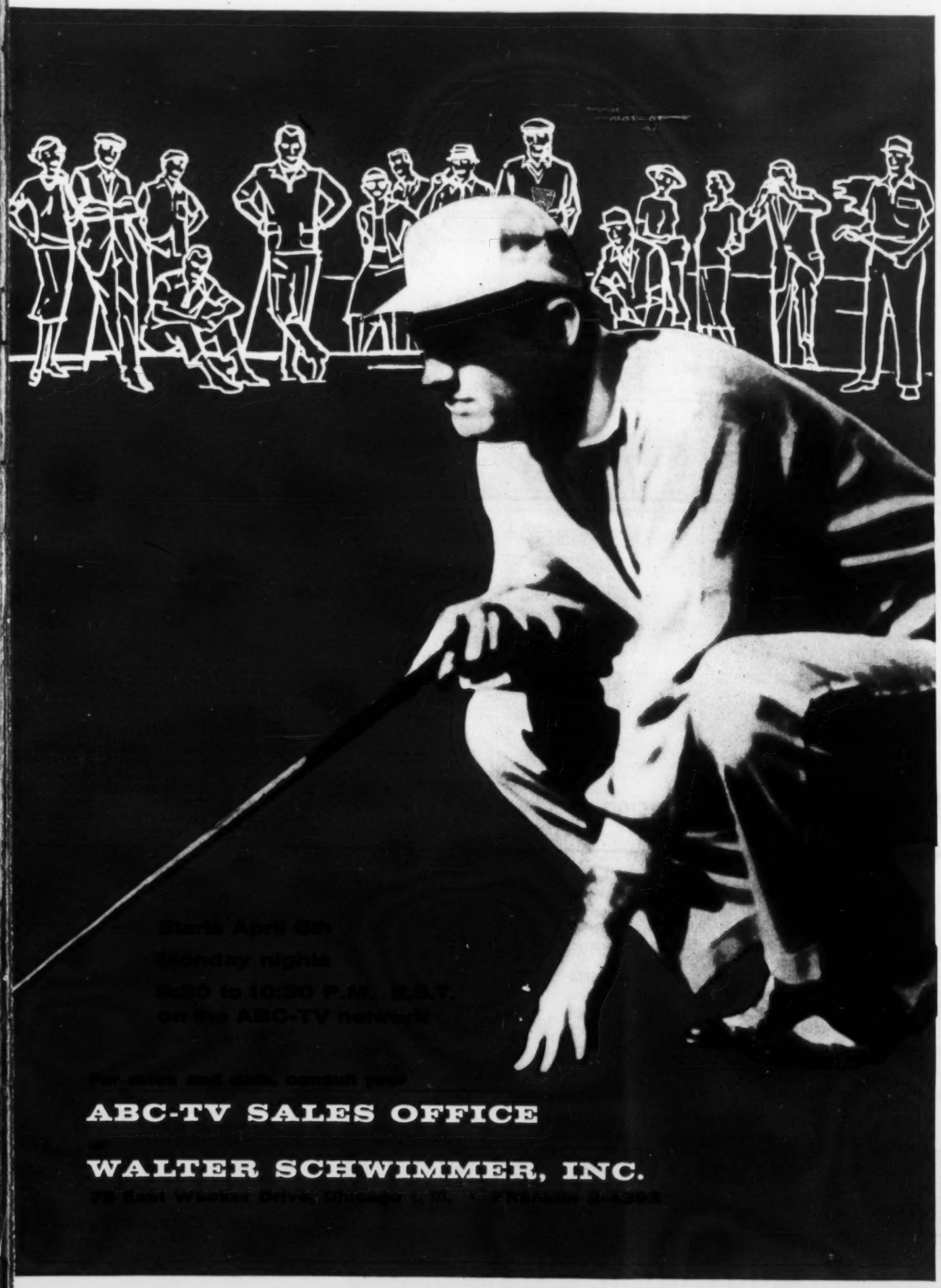
American Cyanamid Co., New York, is mailing out to 30,000 china and housewares buyers the first edition of "Melmac Merchandising News." A four-page, tabloid-size newspaper, it will be issued every two months to report merchandising, product and sales developments in the dinnerware industry.

Ther-A-Pedic to Auerbach

Ther-A-Pedic Associates Inc. has named Alfred Auerbach Associates, New York, to handle its advertising. The account is a nationwide network of mattress manufacturers. Consumer magazines, spot television and radio, business papers and dealer aids will be used.

Foote, Cone Elects 4 VPs

Earle R. Dugan, Fred Rhode and Daniel J. Sullivan, account supervisors at Foote, Cone & Belding, Chicago, have been elected vps, as has Shirley Polykoff Halperin, copy supervisor in FC&B's New York office.


Starts April 6th
Monday nights
9:30 to 10:30 P.M., E.S.T.
on the ABC-TV network
For rates and data, consult your
ABC-TV SALES OFFICE
or
WALTER SCHWIMMER, INC.
75 East Wacker Drive, Chicago 1, Ill. Franklin 2-4383

Let's get right to the point!

Here is an eager market of over **½ MILLION PEOPLE** in the Metropolitan Phoenix Area alone, whose annual buying power is almost a **BILLION DOLLARS!**

Here is a morning-evening combination coverage that daily reaches **97.2% of the homes** in that market.

ROP Color and Roto Magazine, too.

You need use but this **one medium.**

Why not get your money's worth?

THE ARIZONA REPUBLIC
THE PHOENIX *Gazette*

Write, wire or phone CHUCK TREAT, National Advertising Manager, Box 1950, Phoenix. Phone AL 8-8811

Represented nationally by KELLY-SMITH CO.

Reaching more French homes day after day, week after week

LA PRESSE CIRCULATION NOW STANDS AT 250,000 AND 267,000 MONDAY TO FRIDAY SATURDAY WITH ROTOGRAVURE

LA PRESSE

DAILY AND ROTOGRAVURE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Plan Markets to Boost Profit, Dean Tells Media

(Continued from Page 2)

selves managed and controlled another $5 billion in promotional media, such as direct mail, displays, selling aids, etc., plus at least $30 billion in all forms of personal selling.

"Therefore," Mr. Dean said, "general media should aim to replace higher-cost types of selling by improving their performance through better audience segmentation and higher impact." He pointed out that advertisers' direct mail expenditures totaled $1.6 billion, a greater outlay than any other medium except newspapers. While direct mail offers segmentation and impact advantages, he said, it is at much higher unit costs than general media.

■ Mr. Dean stressed that marketing and media planning must be considered inseparable. "Increased marketing productivity," he said, "depends upon our ability to employ the full range of communications not only to coordinate, but to integrate total marketing and selling activities. Communications are at the heart of total marketing efficiency.

"Communications of a research nature 'feed back' information from the market to guide the policies of the manufacturer. They flow out to the market through manufacturers' and retailers' personal sales organizations, promotion channels, publicity and advertising to generate product demand."

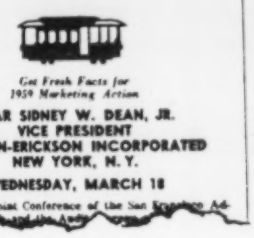
■ Pointing out examples of media segmentation trends, Mr. Dean noted that even in network television where, in four years, the proportion of exclusively sponsored nighttime shows has dropped from 80% to 46% of total programs, alternate and multiple sponsored shows have more than doubled.

"The trend toward diversification will never challenge the cost and coverage leadership of the few relatively unsegmented media of genuine mass circulation; segments differ only slightly in sales potential," he said. "The mass media of 'common denominator' editorial and program content will probably continue to deliver audiences at minimum net costs.

■ "But the editorial pendulum may be swinging too far toward mass emphasis," he said. "Many publications, in an effort to compete with mass broadcasting and print supplements, may be abdicating their first responsibility to serve their primary audience with depth."

The evolution of the concept of marketing segmentation, Mr. Dean said, is likely to assign further functions to ABC and the role of audited paid circulation.

"Media of selective audience penetration and special impact values will be expected to validate both the quantity and quality of their circulations. ABC will thus function as an 'audit bureau of markets'," he concluded. #



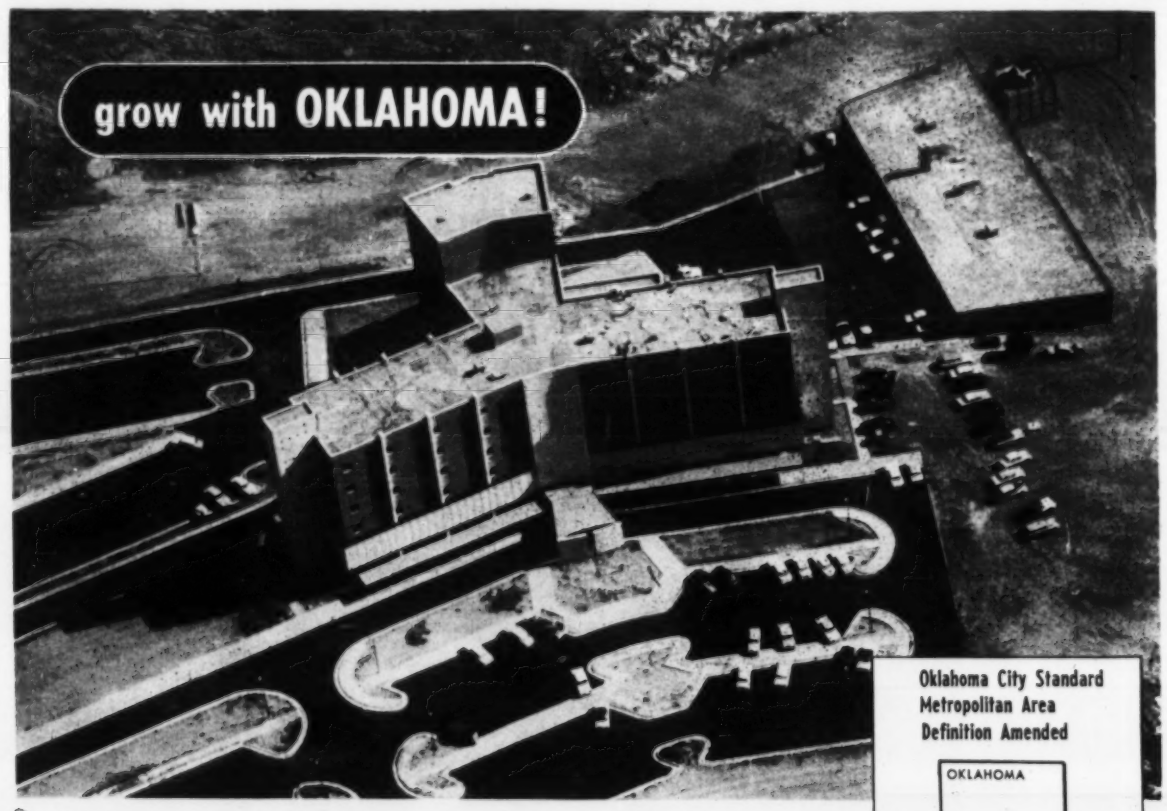
TO THE PUBLIC—*San Francisco's ad club called the general public's attention to its March 18 meeting with ads in the Chronicle and Examiner. Top portion of the ad is shown here.*

Reynolds Metals Shifts Keeve

Raymond H. Keeve, since last year advertising and sales promotion director of Reynolds Metals Co.'s decorative foil division in Los Angeles, has been appointed merchandising manager of the division. He is responsible for the development of the merchandising program the division will use to introduce Designs for Giving aluminum foil gift wraps.

Roark & Colby Adds Anocut

Roark & Colby Advertising, Chicago, has been named to handle the advertising of Anocut Engineering Co., Chicago, developer of an electrolytic machining process for the metal working industry.



$23,000,000 for hospital expansion in growing Oklahoma City

The new Baptist Memorial Hospital now going into service in Oklahoma City is but one part of a multi-million dollar expansion of hospital facilities in this growing city during 1958.

Recent extensive expansions have been completed or are underway at St. Anthony, Mercy and University Hospitals. With its internationally famous Oklahoma Medical Research Foundation and other major hospitals, the increasing importance of Oklahoma City as a medical center in the nation is another factor in Oklahoma City's reputation as one of the fastest growing cities in the nation.

Are your sales keeping pace with this rapid growth? Plan for your own sales growth in Oklahoma with a strong advertising schedule in the newspapers with the greatest coverage of this growing market, The Daily Oklahoman and Oklahoma City Times.

Oklahoma City Standard Metropolitan Area Definition Amended

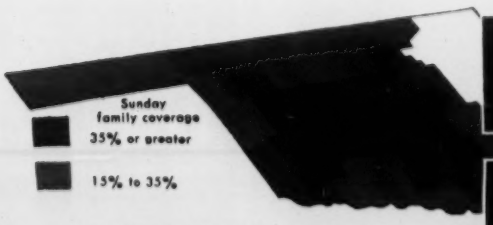
Population growth in Central Oklahoma caused addition of Cleveland County to Oklahoma City Metropolitan Area in 1958. New designation boosts Oklahoma City ranking among national markets to

32nd in Drug Sales

43rd in Retail Sales

44th in Automotive Sales

46th in Population

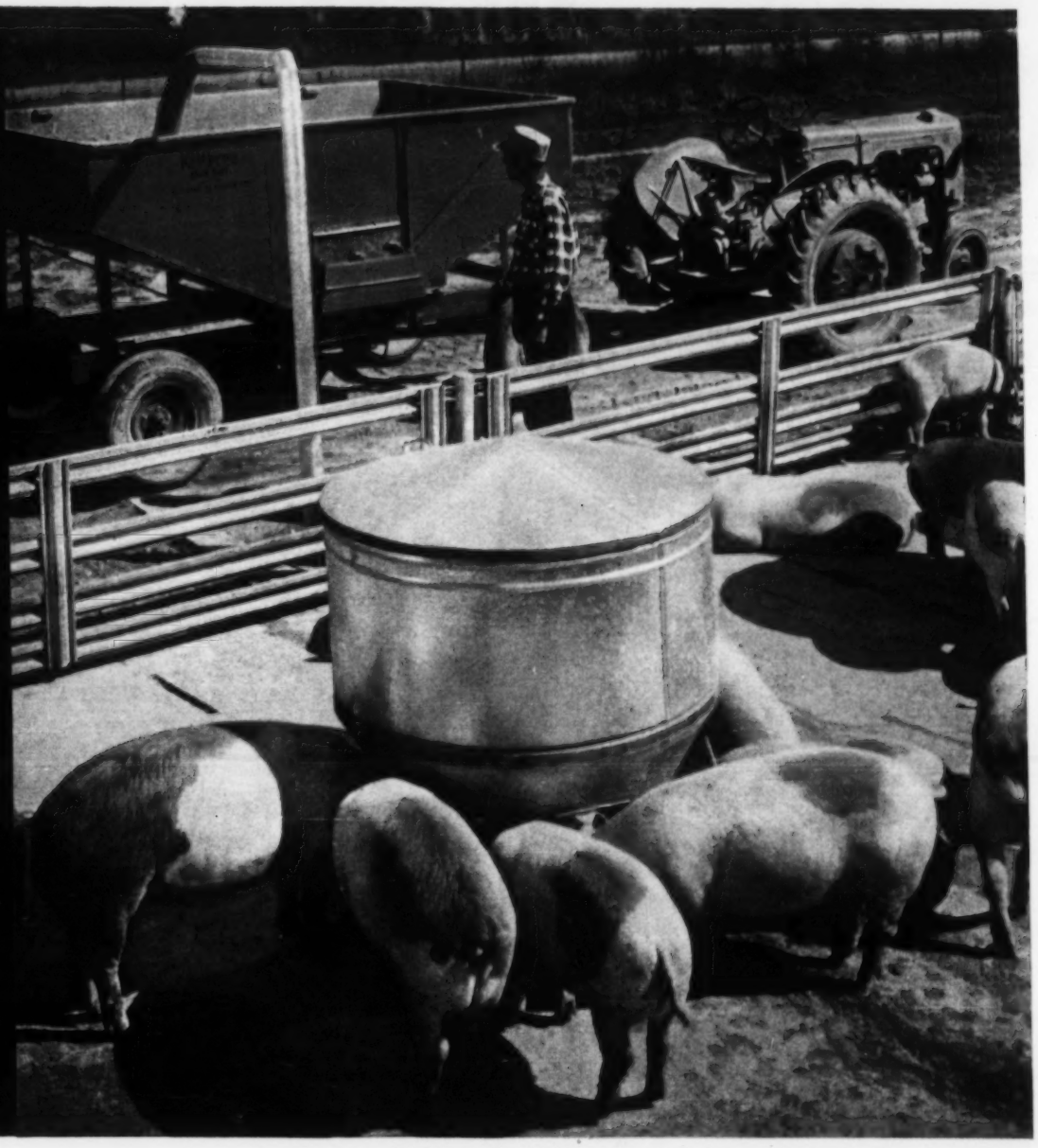


THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

Meet a FARM JOURNAL Farmer



Bill Mansfield of Delaware County, Indiana, as featured in FARM JOURNAL

The name's Bill Mansfield . . . and hog farmers the country over are interested in his method of drylot cleaning. Most of these hogmen first met Bill down at the mailbox—while picking up their FARM JOURNAL.

Nobody beats FARM JOURNAL in delivering farm news and money-making ideas—nationally and regionally. Gathered from *every* part of the country; delivered to *any* part of the country. From wherever it happens, to wherever it matters.

The top farm operators look to, and read through, FARM JOURNAL for ideas that lead to profitable action. What better place to advertise to them, than in the magazine that wraps up the class farm market *en masse*.

Small wonder the farm equipment industry depends so heavily on FARM JOURNAL. They know, from experience, that nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

INTERESTED IN THE TOP FARMERS?

BALERS
71% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

GRAIN COMBINES
70% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

CORN PICKERS
73% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

MILKING MACHINES
74% of all Farm Operators having one or more . . . subscribe to FARM JOURNAL.

Most of the best farm families depend on

FARM JOURNAL
Philadelphia 5, Pa

the same is true among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*
4043 North Ravenswood Avenue, Chicago 13, Illinois Telephone: EAstgate 7-9220

Borden Co. Sets Higher Ad Budget This Year

Borden Co., New York, which spent an estimated $24,500,000 in all forms of advertising in 1957 (AA, Aug. 25, '58), and presumably more than that last year, has a promotion budget this year that is "substantially higher."

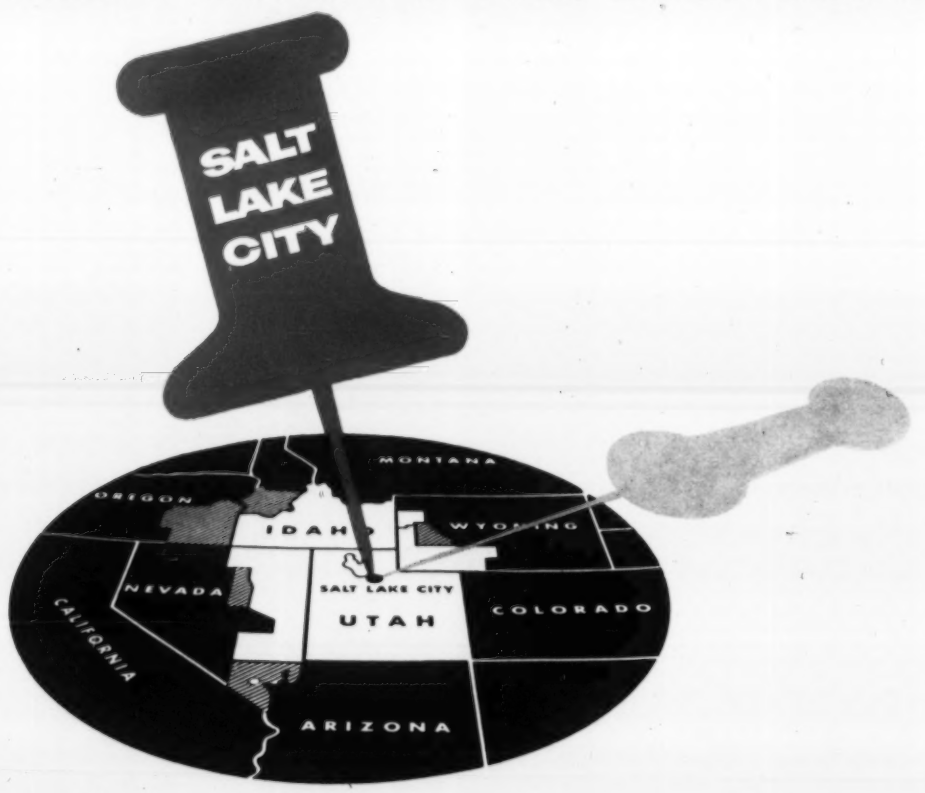
In its annual report covering 1958, the company said it will use "virtually all major media" in 1959 and thus "make it possible to strengthen the national campaign by channeling advertising into individual markets." In this way, it added, "we can give a stronger report to the 'right' product in the right places at the right time."

Jackson Lee Joins Chapman

Jackson Lee, formerly general manager of WDBF, Delray Beach, Fla., radio station, has joined Paul H. Chapman Co., media broker, as an associate. He is temporarily attached to the Atlanta office.

BLASTING OUT—*A tense moment in the Masters Golf Tournament is the subject of Seagram's V. O. ad appearing just before the opening of the tournament April 2. It is scheduled to run in Esquire, Holiday, Life, Look, Newsweek, Sports Illustrated, Social Spectator, The New Yorker, Time and U.S. News & World Report. Warwick & Legler is the agency.*

ONE BIG MARKET...SERVICED AND SOLD OUT OF-



there's more
there's more

to Salt Lake
to Salt Lake

than Salt Lake
than Salt Lake

From Phoenix to the Canadian Border . . . from Denver to the Pacific Coast . . . there is one AND ONLY ONE metropolitan-sized city: SALT LAKE CITY. It is in the center of this huge area and located on the transcontinental route. This entire region is serviced and sold out of Salt Lake City.

It's true there are a lot of miles out here . . . but 1⅓ million are a lot of people too. (More than many large cities.)

You can reach the majority of them with one newspaper buy — The Salt Lake Tribune and the Deseret News and Telegram.

NEWSPAPER AGENCY CORPORATION NAC AGENT

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Sam Goody Files Bankruptcy Petition

Record Man Sam Goody has filed voluntary arrangement petitions under Chapter XI of Bankruptcy Act to effect a settlement with his creditors. Mr. Goody has been authorized to continue operating without the posting of an indemnity bond. Involved are five Goody operations: The company's main New York store, Goody Annex Inc., Goody Audio Center Inc., M. A. S. Sales Corp. in Paramus, N. J., and Sam Goody at Snellenburgs Inc. in Philadelphia. Total liabilities are reported at $5,164,000, assets at $5,422,000. Business volume in the main store is reported to be about $4,000,000 annually, in the affiliated companies an additional $4,000,000.

Mr. Goody has been conferring with creditors about the possibilities of effecting a 100% long term payment plan (AA, March 16). The five largest creditors are Columbia Record Distributors, $266,769; Capitol Records, $207,447; London Record Distributing Corp., $195,979; Bruno N. Y. Inc., $154,064, and Westminster Records, $129,868. The next creditors meeting is set for April 8.

Wagenseil Elects Willis; Lists Four New Accounts

Paul B. Willis has been elected president of Hugo Wagenseil & Associates Co., Dayton, O. Mr. Willis, formerly exec vp, has headed the agency since Mr. Wagenseil retired two years ago. The agency also named Harley Case, vp and creative director, to the board of directors.

The agency has added these accounts: Henny Penny Corp., Eaton, O., manufacturer of pressure fryers; Dayton Sure-Grip & Shore Co., Miamisburg, O., maker of concrete forming accessories; Kissell Co., Springfield, O., mortgage bankers and real estate operators, and Dayton Sterkel Tandem V-Belt Drive Co., Denver, manufacturer of trailer drives.

Fishing Guide Due in October

Dolphin Publishing Co., Miami, has announced that its annual *South Florida Boating & Fishing Guide* will be issued in October, with a jump from 25,000 to 50,000 copies in its first run print order. The b&w page rate is $595 with a closing date of May 30 for ads in the 1960 annual.

'The Farmer' Hikes Rates

Due to higher costs, *The Farmer* has increased its display advertising rate 15¢ per line (5.55%), effective with the July 4, 1959, issue.

THE NEW LEADER . . .
IN A NEW BALTIMORE!

Markets change fast!

The "Baltimore" of 5 years ago is not the "Baltimore" of today. In all directions . . . north, south, east, and west . . . beyond the city limits and into the surrounding suburban communities . . . "Baltimore" is growing, Growing, GROWING!

Over 65,000 new households in just 5 years! This is a new Baltimore market . . . with new people, new "boundaries", new needs and appetites.

The Baltimore News-Post & Sunday American has kept pace with this new expansion, this new way of living . . . growing and moving with the people, because it gives the people the news, the features, the personalities they like and want.

The Baltimore News-Post and Sunday American delivers over 54% of all the households in the major Baltimore suburban areas every day in the week! Over 61% on Sundays! And, of course, in Baltimore City proper, our leadership has been long established.

Any wonder, then, that more and more retail food advertisers are placing INCREASED linage in the News-Post!

LOOK AT THE RECORD
1958 versus 1957

From Media Records	NEWS-POST	Other Eve. Paper
Corporate Food Chains	+ 39,760	+ 29,475
Independent Food Chains	—54,526	—96,246
Voluntary Co-operatives	— 4,234	—75,817
All Other	+ 23,857	+ 14,055
Total Retail Groceries	+ 4,857	—128,533

In 1958, the Baltimore News-Post carried 1,345,258 lines of retail food advertising . . . 43% of Baltimore's five-paper total!

ANY WAY YOU ADD IT UP . . .
THE NEW LEADER IN THE NEW BALTIMORE IS THE

The Baltimore News-Post
SUNDAY AMERICAN

REPRESENTED NATIONALLY
BY HEARST ADVERTISING SERVICE INC.
OFFICES IN 15 PRINCIPAL CITIES

238 Network Television Advertisers Spending $25,000 or More During '58

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

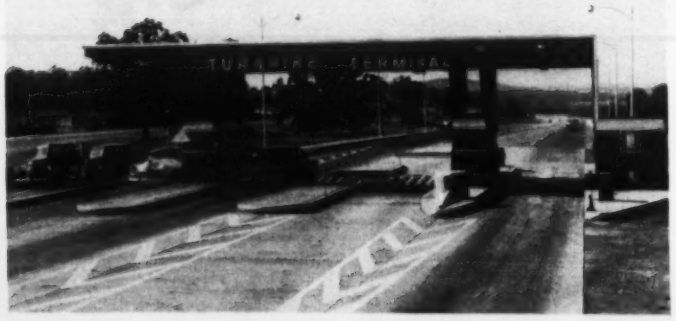
Rank		Gross time charges
186.	A. S. R. Products Corp.	$ 136,301
167.	Academy of Motion Picture Arts & Sciences	212,616
80.	Alberto Culver Co.	1,434,882
230.	Aldon Rug Mills	31,590
137.	Aluminium Ltd.	478,638
77.	Aluminum Co. of America	1,531,362
157.	Amana Refrigeration	249,264
159.	American Broadcasting, Paramount Theaters	237,387
88.	American Can Co.	1,253,570
213.	American Character Doll Co.	59,164
43.	American Chicle Co.	2,969,625
97.	American Dairy Assn.	996,376
207.	American Express Co.	67,940
76.	American Gas Assn.	1,549,530
6.	American Home Products Corp.	20,507,683
121.	American Machine & Foundry Co.	720,590
237.	American Petrofina	26,156
90.	American Telephone & Telegraph Co.	1,190,176
12.	American Tobacco Co.	11,252,180
183.	Amity Leather Products Co.	141,026
37.	Armour & Co.	3,532,737
49.	Armstrong Cork Co.	2,764,452
181.	Arnold Schwinn & Co.	150,490
82.	Associated Products	1,377,336
86.	Atlantis Sales Corp.	1,322,987
188.	P. Ballantine & Sons	130,931
118.	Bayuk Cigars	743,001
54.	Beech Nut Life Savers	2,476,177
120.	Bell & Howell Co.	730,733
225.	Beltone Hearing Aid Co.	36,891
185.	Bird & Son	139,822
61.	Hazel Bishop	2,112,594
85.	Block Drug Co.	1,357,243
62.	Borden Co.	1,860,634
95.	John H. Breck	1,025,460
103.	Brillo Mfg. Co.	925,190
8.	Bristol-Myers Co.	16,072,802
209.	Brown Shoe Co.	65,397
19.	Brown & Williamson Tobacco Co.	8,250,471
70.	Bulova Watch Co.	1,667,057
211.	Bymart Tintair	59,901
190.	California Prune Advisory Board	129,816
33.	Campbell Soup Co.	4,233,743
206.	Canada Dry Corp.	68,562
151.	Canadian Breweries	268,749
52.	Carnation Co.	2,661,252
58.	Carter Products	2,340,095
79.	Chemstrand Corp.	1,506,984
41.	Chesebrough-Pond's	3,098,078
10.	Chrysler Corp.	14,341,471
153.	Church & Dwight Co.	266,575
149.	Clairol	294,795
193.	Clinton Engines Corp.	105,847
2.	Colgate-Palmolive Co.	22,857,497
198.	Consolidated Cigar Corp.	80,151
196.	Consolidated Electronics Industries	94,623
201.	Consolidated Foods Corp.	74,500
119.	Continental Baking Co.	740,261
202.	Coopers	74,161
29.	Corn Products Co.	4,927,240
169.	Cracker Jack Co.	207,372
106.	Distillers Corp.	876,022
222.	Dormeyer Corp.	40,831
127.	Dow Chemical Co.	598,592
68.	Drackett Co.	1,699,539
228.	Drexel Furniture Co.	34,706
51.	Du Pont	2,671,026
155.	Eastco	257,996
24.	Eastman Kodak Co.	5,937,361
150.	Elgin National Watch Co.	288,857
69.	Max Factor & Co.	1,695,612
98.	Falstaff Brewing Corp.	969,879
74.	Firestone Tire & Rubber Co.	1,597,171
102.	Florida Citrus Commission	944,625
112.	Florists' Telegraph Delivery Assn.	807,468
11.	Ford Motor Co.	12,561,121
25.	General Electric Co.	5,295,996
4.	General Foods Corp.	20,733,118
14.	General Mills	10,790,118
5.	General Motors Corp.	20,593,366
191.	General Time Corp.	122,935
66.	Gerber Products Co.	1,713,996
232.	A. C. Gilbert Co.	29,730
7.	Gillette Co.	16,132,360
231.	Goebel Brewing Co.	31,585
89.	Gold Seal Co.	1,195,315
162.	B. F. Goodrich Co.	228,860
64.	Goodyear Tire & Rubber Co.	1,779,195
195.	H. W. Gossard Co.	96,190
115.	Billy Graham Evangelistic Assn.	778,011
72.	Greyhound Corp.	1,633,818
131.	Gulf Oil Corp.	549,012
104.	Hallmark Cards	920,650
145.	Theodore Hamm Brewing Co.	366,480
184.	P. H. Hanes Knitting Co.	134,494
147.	Hartz Mountain Products	311,101
114.	H. J. Heinz Co.	795,518
46.	Helene Curtis Industries	2,938,475

Network TV Advertisers by Product Classification

Fourth Quarter, 1958

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	Dec. '58	Jan.-Dec. '58	4th Quarter '58
Agriculture, farming	$ 12,107	$ 63,454	$ 12,107
Apparel, footwear, accessories	577,688	5,408,809	1,621,792
Automotive, automotive accessories, equipment	3,642,336	52,500,296	12,818,756
Beer, wine, liquor	505,566	6,288,987	1,559,606
Building materials, equipment, fixtures	251,107	2,395,117	806,661
Confectionery, soft drinks	1,066,213	9,324,276	2,884,295
Consumer services	153,750	2,777,321	656,417
Entertainment, amusement	—	249,989	—
Food, food products	10,808,071	109,205,706	30,804,977
Gasoline, lubricants, other fuels	359,456	3,132,351	1,288,443
Horticulture	—	1,007,774	—
Household equipment, supplies	2,408,599	23,544,658	6,531,908
Household furnishings	420,495	3,465,904	1,036,121
Industrial materials	1,778,181	6,944,696	4,850,788
Insurance	378,141	17,879,698	1,748,088
Jewelry, optical goods, cameras	2,185,964	12,971,333	5,554,939
Medicines, proprietary remedies	6,863,845	58,043,625	18,427,964
Office equipment, stationery, writing supplies	540,088	6,751,311	1,767,904
Political	—	274,290	190,266
Publishing, media	15,756	848,841	21,008
Radios, television sets, phonographs, musical instruments, accessories	839,036	8,515,340	2,774,837
Smoking materials	6,030,775	62,092,208	18,750,003
Soaps, cleansers, polishes	5,554,059	61,475,688	15,454,860
Sporting goods, toys	221,515	1,762,906	805,464
Toiletries, toilet goods	8,544,022	98,921,152	25,479,190
Travel, hotels, resorts	182,070	2,590,983	681,192
Miscellaneous	599,981	8,153,688	1,946,175
Total	$53,938,821	$566,590,401	$158,473,761



TULSA — Terminal of TWO Turnpikes! . . . .

No middle western city, except Tulsa, has more than one turnpike pumping tourist, freight, and merchandise into the market! The older turnpike is paying off its indebtedness faster than any other U. S. turnpike!

Traffic means sales, and sales mean Tulsa! **Remember, you're not "in" Oklahoma, unless you're in Tulsa.**

For More Business, Use the Oil Capital Newspapers

TULSA WORLD **TULSA TRIBUNE**

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

United States Air Force Recruiting Service Award

"for rendering continued assistance to secure manpower to maintain peace through Air Power . . ."

American Legion Award

"in recognition of important contribution to the education, entertainment and inspiration of this community . . ."

Heart Fund Certificate of Appreciation

"in recognition of distinguished service and leadership in the fight against heart diseases . . ."

Health and Welfare Council Award

"for interesting and penetrating presentation of community services and problems . . ."

Sales Offices: New York, Cincinnati, Chicago, Cleveland . . . . . .

Rank		Gross time charges
130.	Hill's Brothers Coffee	558,338
141.	Hoover Co.	404,470
217.	Hygrade Food Products Corp.	48,224
220.	Ideal Toy Corp.	46,325
173.	Insurance Co. of North America	184,117
176.	International Shoe Co.	175,858
165.	Jackson Brewing Co.	216,155
229.	Jackson & Perkins Co.	31,711
135.	Jerclaydon	495,102
215.	Howard D. Johnson Co.	53,064
55.	Johnson & Johnson	2,461,026
26.	S. C. Johnson & Son	5,242,277
39.	Kaiser Industries Corp.	3,387,268
15.	Kellogg Co.	10,290,885
134.	Kemper Insurance	503,057
203.	Kendall Co.	73,297
189.	Keystone Camera Co.	129,893
44.	Kimberly-Clark Corp.	2,966,771
233.	Knapp Monarch Co.	27,180
156.	Lehn & Fink Products Corp.	251,833
3.	Lever Bros.	21,958,373
129.	Lewis Howe Co.	562,503
73.	Libbey-Owens-Ford Glass Co.	1,623,869
81.	Libby, McNeill & Libby	1,427,411
13.	Liggett & Myers Tobacco Co.	10,849,983
18.	P. Lorillard Co.	9,791,226
200.	Joe Lowe Corp.	76,505
125.	Ludens Inc.	600,325
124.	Manhattan Shirt Co.	639,070
71.	Mars Inc.	1,666,141
226.	Louis Marx & Co.	36,048
136.	Mattel	492,945
56.	Mennen Co.	2,380,733
101.	Mentholatum Co.	957,654
30.	Miles Laboratories	4,785,393
113.	Miller Brewing Co.	805,288
117.	Minnesota Mining & Mfg. Co.	756,064
214.	Minute Maid Corp.	57,778
140.	Mogen David Wine Corp.	415,331
146.	Monsanto Chemical Co.	316,256
177.	Murray Corp. of America	167,318
163.	Mutual Benefit Health & Accident Assurance	220,526
154.	National Assn. of Insurance Agents	258,787
35.	National Biscuit Co.	3,596,818
158.	National Brewing Co.	240,980
223.	National Citizens for Eisenhower & Nixon	39,618
20.	National Dairy Products Corp.	6,709,514
238.	National Federation of Post Office Clerks	25,788
144.	National Grape Co.	385,735
166.	National Presto Industries	212,999
36.	Nestle Co.	3,537,424
218.	N. Y. State Republican Committee	47,845
175.	Niagara Therapy Mfg. Corp.	179,689
108.	North American Philips Co.	840,729
107.	Noxzema Chemical Co.	856,729
143.	Olin Mathieson Chemical Corp.	392,868
234.	Osrow Products Co.	27,126
138.	Outboard Marine Corp.	470,241
96.	Pan American World Airways	1,002,600
60.	Pet Milk Co.	2,211,093
174.	Peter Paul	179,770
16.	Pharmaceuticals	10,173,557
216.	Philadelphia & Reading Corp.	48,297
178.	Philco Corp.	162,626
28.	Philip Morris	4,967,012
122.	Phillips-Van Heusen Corp.	699,234
27.	Pillsbury	5,205,578
111.	Pittsburgh Plate Glass Co.	811,189
94.	Polaroid Corp.	1,031,872
164.	Polk Miller Products Corp.	217,864
1.	Procter & Gamble Co.	50,638,647
34.	Prudential Insurance Co.	3,826,756
126.	Purex Corp.	599,590
31.	Quaker Oats Co.	4,693,728
21.	Radio Corp. of America	6,458,126
40.	Ralston Purina Co.	3,376,044
139.	Renault	420,028
194.	Republican National Committee	102,048
22.	Revlon	6,309,037
161.	Rexall Drug Co.	234,455
57.	Reynolds Metals Co.	2,358,852
9.	R. J. Reynolds Tobacco Co.	16,002,213
148.	Harold F. Ritchie	303,350
205.	Rock of Ages Corp.	69,397
152.	Ronson Corp.	279,595
99.	Royal McBee Corp.	965,724
109.	Helena Rubinstein	822,346
123.	Sandura Co.	684,315
197.	Savings & Loan Foundation	84,387
184.	Schering Corp.	140,675
65.	Schick	1,737,741
50.	Joseph Schlitz Brewing Co.	2,724,378
38.	Scott Paper Co.	3,418,096
75.	Sears, Roebuck & Co.	1,522,128
84.	Seven-Up Co.	1,368,282
160.	W. A. Sheaffer Pen Co.	236,340
110.	Shulton	812,095
59.	Singer Mfg. Co.	2,225,091
219.	Smith Brothers	46,877
192.	Smith, Kline & French	112,990
67.	Socony Mobil Oil Co.	1,709,593
227.	Speedway Petroleum Corp.	34,711
91.	Speidel Co.	1,133,904
48.	Sperry Rand Corp.	2,802,210
132.	A. E. Staley Mfg. Co.	513,850
23.	Standard Brands	6,144,983
128.	Standard Oil Co. (Ind.)	585,326
224.	Standard Oil Co. (Ohio)	38,072
172.	Star Kist Foods	184,596
142.	State Farm Mutual Auto Insurance	399,325
17.	Sterling Drug	9,919,859
182.	Sterns Nurseries	143,546
199.	Stroh Brewery Co.	77,481
204.	Studebaker Packard Corp.	71,380
93.	Sunbeam Corp.	1,125,580
92.	Sunshine Biscuits	1,130,508
63.	Sweets Co. of America	1,838,374
45.	Swift & Co.	2,953,650
53.	Sylvania Electric Products	2,597,008
180.	Technical Tape Corp.	150,634
221.	Teleweather	42,756
171.	Texas Co.	200,621
116.	Time	774,563
83.	U. S. Rubber Co.	1,372,000
42.	U. S. Steel Corp.	3,086,950
100.	U. S. Time Corp.	963,377
87.	Union Carbide Corp.	1,305,373
208.	United Republican Dinners	66,174
105.	Van Camp Sea Food Co.	920,195
212.	Van Raalte Co.	59,499
133.	Vick Chemical Co.	510,621
179.	Wander Co.	154,080
47.	Warner Lambert Pharmaceutical Co.	2,892,606
235.	State of Washington	26,910
32.	Westinghouse Electric Corp.	4,639,231
236.	White Motor Co.	26,182
78.	Wildroot Co.	1,509,171
170.	Williamson Dickie Mfg. Co.	202,650
210.	W. F. Young Inc.	62,691
168.	Zenith Radio Corp.	211,275

New Program Bulletin Set

Woman's Club Service Bureau, New York, a division of Sally Dickson Associates, is readying the 11th annual edition of its "Program Aids Bulletin." The bulletin carries descriptions of the various booklets, films, product samples, etc., which are available from business companies for use by women's clubs. The new edition will be mailed out this fall to reach program chairman as the new 1959-60 club season begins. Cost per listing is $750.

Motorola Names McLellan

Edward E. McLellan has been named advertising manager of Motorola's military electronics division, Phoenix, Ariz. He had been directing advertising production activities for the company.

Steel Corp. Boosts Grasty

Nathaniel D. Grasty, advertising consultant at Eastern Stainless Steel Corp., Baltimore, has been promoted to advertising manager.

on our honor roll

Army Certificate of Appreciation

"for patriotic civilian service to the Department of the Army . . ."

Silent Service Navy Award

"in appreciation of your loyal support of the United States Navy . . ."

National Safety Council Public Interest Award

"for exceptional services to safety . . ."

United Fund Award

"for outstanding interpretation of the United Fund story . . ."

And so continues the honor roll of public service awards received by WLW-I in its first year on the air.

Public service proudly constitutes an important part of all programs on WLW-I.

The WLW-I public service programs reach 3 million people in 76 counties—inspiring constructive interest and participation in important activities of Indianapolis . . . Indiana . . . and the Nation.

These programs are backed by 35 years of Crosley Broadcasting public service leadership and the WLW-I formed advisory council.

And now with the great new WLW-I studio and facilities, WLW-I pledges continued public service in the highest ideals of the television medium — the most powerful means of communication ever known.

wlw-i
indianapolis
full abc network affiliation

Sales Representatives: NBC Spot Sales, Detroit; Tracy Moore & Associates, Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc., Atlanta, Dallas • Crosley Broadcasting Corporation

NEW IN SPRINGFIELD MASSACHUSETTS
Republican
TABLOID SIZE
Sunday ROTO
STARTING SUNDAY APRIL 5
FULL COLOR AVAILABLE
Phone
Springfield RE 2-3112
New York LE 2-0650
Boston HA 6-0563
Chicago ST 2-4829

If you want to sell more **building *materials and equipment***, go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. BH&G devotes more editorial space to ideas about building than any other major magazine. No wonder Better Homes & Gardens carries more dollars and more pages of home building advertising year after year than any other magazine.*

*PIB, Inc.

During the year ⅓ of America reads **BH&G** ... the family idea magazine

100 Top Network TV Advertisers: 1958

Source: Leading National Advertisers Inc. and Broadcast Advertisers Reports

Rank	Advertiser	Gross Time Expenditure
1.	Procter & Gamble	$50,638,647
2.	Colgate-Palmolive Co.	22,857,497
3.	Lever Bros. Co.	21,958,373
4.	General Foods Corp.	20,733,118
5.	General Motors Corp.	20,593,366
6.	American Home Products Corp.	20,507,683
7.	Gillette Co.	16,132,360
8.	Bristol-Myers Co.	16,072,802
9.	R. J. Reynolds Tobacco Co.	16,002,213
10.	Chrysler Corp.	14,341,471
11.	Ford Motor Co.	12,561,121
12.	American Tobacco Co.	11,252,180
13.	Liggett & Myers Tobacco Co.	10,849,983
14.	General Mills	10,790,118
15.	Kellogg Co.	10,290,885
16.	Pharmaceuticals Inc.	10,173,557
17.	Sterling Drug	9,919,859
18.	P. Lorillard Co.	9,791,226
19.	Brown & Williamson Tobacco Corp.	8,250,471
20.	National Dairy Products Corp.	6,709,514
21.	Radio Corp. of America	6,458,126
22.	Revlon Inc.	6,309,037
23.	Standard Brands Inc.	6,144,983
24.	Eastman Kodak Co.	5,937,361
25.	General Electric Co.	5,295,996
26.	S. C. Johnson & Son	5,242,277
27.	Pillsbury Co.	5,205,578
28.	Philip Morris	4,967,012
29.	Corn Products Refining Co.	4,927,240
30.	Miles Labs	4,785,393
31.	Quaker Oats Co.	4,693,728
32.	Westinghouse Electric Corp.	4,639,231
33.	Campbell Soup Co.	4,233,743
34.	Prudential Insurance Co. of America	3,826,756
35.	National Biscuit Co.	3,596,818
36.	Nestle Co.	3,537,424
37.	Armour & Co.	3,532,737
38.	Scott Paper Co.	3,418,096
39.	Kaiser Industries Corp.	3,387,268
40.	Ralston Purina Co.	3,376,044
41.	Chesebrough-Pond's	3,098,078
42.	U.S. Steel Corp.	3,086,950
43.	American Chicle Co.	2,969,625
44.	Kimberly-Clark Corp.	2,966,771
45.	Swift & Co.	2,953,650
46.	Helene Curtis Industries	2,938,475
47.	Warner-Lambert Pharmaceutical Co.	2,892,606
48.	Sperry Rand Co.	2,802,210
49.	Armstrong Cork Co.	2,764,452
50.	Joseph Schlitz Brewing Co.	2,724,378
51.	E. I. du Pont de Nemours & Co., Inc.	2,671,026
52.	Carnation Co.	2,661,252
53.	Sylvania Electric Products	2,597,008
54.	Beech-Nut Life Savers	2,476,177
55.	Johnson & Johnson	2,461,026
56.	Mennen Co.	2,380,733
57.	Reynolds Metals Co.	2,358,852
58.	Carter Products	2,340,095
59.	Singer Mfg. Co.	2,225,091
60.	Pet Milk Co.	2,211,093
61.	Hazel Bishop	2,112,594
62.	Borden Co.	1,860,634
63.	Sweets Co. of America	1,838,374
64.	Goodyear Tire & Rubber Co.	1,779,195
65.	Schick Inc.	1,737,741
66.	Gerber Products Co.	1,713,996
67.	Socony Mobil Oil Co.	1,709,593
68.	Drackett Co.	1,699,539
69.	Max Factor & Co.	1,695,612
70.	Bulova Watch Co.	1,667,057
71.	Mars Inc.	1,666,141
72.	Greyhound Corp.	1,633,818
73.	Libby-Owens-Ford Glass Co.	1,623,869
74.	Firestone Tire & Rubber Co.	1,597,171
75.	Sears, Roebuck & Co.	1,552,128
76.	American Gas Assn.	1,549,530
77.	Aluminum Co. of America	1,531,362
78.	Wildroot Co.	1,509,171
79.	Chemstrand Corp.	1,506,984
80.	Alberto Culver Co.	1,434,882
81.	Libby, McNeill & Libby	1,427,411
82.	Associated Products	1,377,336
83.	U. S. Rubber Co.	1,372,000
84.	Seven-Up Co.	1,368,282
85.	Block Drug Co.	1,357,243
86.	Atlantis Sales Corp.	1,322,987
87.	Union Carbide Corp.	1,305,373
88.	American Can Co.	1,253,570
89.	Gold Seal Co.	1,195,315
90.	American Telephone & Telegraph Co.	1,190,176
91.	Speidel Co.	1,133,904
92.	Sunshine Biscuits	1,130,508
93.	Sunbeam Corp.	1,125 580
94.	Polaroid Corp.	1,031,872
95.	John H. Breck	1,025,460
96.	Pan American World Airways Inc.	1,002,600
97.	American Dairy Assn.	996,376
98.	Falstaff Brewing Corp.	969,879
99.	Royal McBee Corp.	965,724
100.	U. S. Time Corp.	963,377

SELL WITH
COLOR
IN PONTIAC
4 COLORS FOR OVER 23 YEARS

PONTIAC
1st
SALES
Per Household
among top cities
in Michigan
$7,559
Consumer Markets
July 1, 1958

Add color to advertising in a finely edited newspaper with thorough coverage in a high-income market and you have a sure-fire method of securing maximum sales! Net paid circulation, now in excess of 58,000 daily, is one of the top circulations in Michigan . . . 97.4% home delivered. Over 74% of Pontiac Press homes take no other daily newspaper.

A few of the top products that have appeared in 4 colors in the Pontiac Press

Stroh's Beer
Fluffo
Rinso
Buick
Pontiac
GMC Trucks
Betty Crocker Frosting Mixes
Duncan Hines Cake Mixes
Sealtest Products
Wrigley's Super Markets
Champagne Velvet Beer
Old Milwaukee Beer
Swift Frozen Fried Chicken
Kellogg Sugar-Frosted Flakes
Dromedary Cake Mixes
Sara Lee Coffee Cake
Lux Toilet Soap
Standard Oil Co.
GE Vacuum Cleaner
RCA Whirlpool Washer

Black and 1 color minimum 1,000 lines
Multiple color minimum, one page

NET PAID 58,467 daily
ABC Audit, 12 months ending 9/30/58

74% of Press homes take no other daily paper
and 88% no other evening newspaper

THE PONTIAC PRESS
Pontiac, Michigan

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

Smith Joins Faultless Rubber

John C. Smith has been appointed advertising and sales promotion manager of Faultless Rubber Co., Ashland, O. He formerly was associated with the Smith & Fair Advertising Agency. Mr. Smith succeeds William E. Hagerling, who resigned to join the ad department of Thew Shovel Co., Lorain, O.

FOOD SALES SHOWING!

THERE'S NO BELT-TIGHTENING IN SOUTH FLORIDA

Cook-outs and cook-ins . . . families eat well. The population is expanding (pardon, we mean increasing) by some 6500 every month.

Food sales show it. They go up, up, up!

Grocery advertisers know it (profit charts don't lie!)

That's why the advertising columns of The Miami Herald and The Tampa Tribune are the nation's "One - Two" top favorites of food merchants, producers and processers. (Just fishing where the fishing is best!)

If supermarkets, chains and independents are your outlets, why not "check in" now on the South Florida profit-picture. You're pretty sure to "check out" with a higher quota of sales — through newspaper advertising.

America's Top 10 Newspapers in TOTAL FOOD ADVERTISING for 1958

	Linage
1. **MIAMI HERALD**	**5,104,794**
2. **TAMPA TRIBUNE**	**4,719,475**
3. Norfolk Virginian-Pilot and Portsmouth Star	4,608,584
4. Chicago Daily News	4,598,401
5. Kansas City Times & Star	4,207,638
6. New Orleans Times-Picayune	4,040,425
7. Washington Star	3,957,419
8. Washington Post & Times-Herald	3,934,907
9. Houston Chronicle	3,918,765
10. San Diego Union	3,838,548

Media Records

THE TAMPA TRIBUNE
Blankets the Florida Gulf Coast
SAWYER-FERGUSON-WALKER CO. NATIONAL REPRESENTATIVES

The Miami Herald
Saturates the Florida Gold Coast
STORY, BROOKS & FINLEY NATIONAL REPRESENTATIVES

March Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (February)

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Commonweal	16.1	11.0	37.7	31.2	6.762	4.620	15.834	13.104
Cue	60.0	62.0	124.5	115.2	25.739	26.597	53.408	49.404
Down Beat	34.8	28.9	72.8	64.4	14.630	12.124	30.590	27.020
Grit	30.0	23.9	58.1	46.9	29.974	23.868	58 109	46.912
Life	231.4	249.8	413.2	438.1	157 332	169.866	280 956	297.874
Look	86.1	106.9	143.9	161.2	58.548	72 692	97.852	109.616
Newsweek	212.9	235.0	390.5	406.3	89.418	98.700	164.010	170.646
New Yorker	358.0	326.2	668.3	577.5	153.607	139.904	286.717	247.730
Presbyterian Life	18.6	12.2	28.9	21.8	7.807	5.104	12.127	9.163
The Reporter	21.2	16.9	42.0	33.5	8.898	7.124	17.652	14.075
The Saturday Evening Post	195.9	217.5	367.2	371.5	133 215	147.870	249.686	252.603
Saturday Review	98.4	76.6	208.0	161.4	41.326	32.196	87.359	67.832
Sporting News	17.0	22.8	31.5	45.2	18.451	24.786	34,141	49.096
†Sports Illustrated	119.8	111.2	206.1	195.3	51.383	47.693	88.375	83.737
Time	222.6	238.6	431.6	437.6	93 528	100.277	181.309	183.912
TV Guide	42.8	44.9	100.5	91.4	7.788	8.187	18.294	16.651
U.S. News & World Report	200.4	215.0	394.2	417.8	84.152	90.295	165.563	175.466
Total Group	1,966.0	1,999.4	3,719.0	3,616.3	982.558	1,011.893	1,841,982	1,814,841

† Starting with January figures regional pages and linage are counted in full except where an ad has appeared in more than one regional edition; then the space is counted only once.

Women's

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
§Bride & Home	—	—	73.6	62.4	—	—	46.558	39.479
§Bride's Magazine	—	—	214.6	207.9	—	—	135.627	131.371
Everywoman's Family Circle	52.0	45.7	119.8	102.5	22.308	19 605	51.394	43.972
Good Housekeeping	110.0	112.7	243.2	255.4	47.153	48.353	104.335	109.573
Ladies' Home Journal	113.1	110.8	260.4	254.1	76.903	75.348	177.050	172.781
McCall's	76.1	75.2	184.2	179.7	51.766	51 140	125.282	172.204
†Modern Bride	99.6	108.5	228.8	293.9	62.966	68.572	144.576	185.726
‡Parents' Magazine	65.6	72.9	149.7	151.1	28.229	31.359	64.460	65.029
Seventeen	115.5	117.5	264.6	251.0	78.518	79.910	179 928	170.676
Western Family	12.7	19.2	44.9	48.4	5.350	8.047	18 879	20 345
Woman's Day	50.8	42.0	110.0	92.2	21.793	18.018	47.190	39.553
The Workbasket	39.5	42.6	137.4	128.6	7.765	8,366	26.934	25.211
Total Group	734.9	747.1	2,031.2	2 027.2	402.751	408.718	1,122.213	1,125.920

§ Published quarterly in January, April, July and October. † Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. ‡ Includes Shopping Scout Section linage.

General

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
American Artist	23.3	27.6	77.1	88.6	9.773	11.596	32.387	37.213
American Forests	16.6	17.7	40.0	47.6	6 972	7 434	16.800	20.006
American Legion	15.4	8.9	47.2	30.4	6.497	3.723	19.842	12.750
Argosy	23.7	27.5	65.4	66.3	10.177	11.832	28 083	28.461
Atlantic	40.3	41.6	119.2	102.5	16.926	17 494	50 099	43 090
Christian Herald	36.7	31.9	124.9	122.1	15.746	13.700	53.601	52.429
Columbia	14.6	10.9	39.7	27.3	6.118	4.571	16.680	11.470
Coronet	68.0	55.0	159.0	123.5	12.240	9.990	28.620	22 230
Cosmopolitan	22.2	26.3	68.1	67.1	9.519	11.273	29 204	28.766
Ebony	80.4	67.1	211.2	180.0	54.672	45,634	143.637	122.401
Elks Magazine	14.2	13.7	28.0	28.3	6.097	5.902	15.946	17.105
Esquire	51.8	55.7	148.8	157.1	35.238	37.885	111.324	106.765
Flying	52.0	38.3	148.8	121.8	21.823	16.094	62.483	51.152
Gourmet	30.6	36.4	78.9	88.5	13.129	15.610	33 837	37.963
Grade Teacher	44.0	35.4	100.1	96.3	19.425	15,631	44.162	42.465
Harper's Magazine	38.7	42.1	111.1	93.4	16.241	17.688	46 672	39.245
High Fidelity	83.1	80.1	229.6	216.8	34,902	33.852	101 432	91.287
Holiday	102.8	97.8	261.4	251.4	69.897	66,490	177.737	170.960
Hot Rod	30.6	27.2	85.2	67.2	12.880	11,424	35.826	28.210
Improvement Era	27.1	22.9	66.2	61.3	11.396	9,604	27.800	25.725
Instructor	41.9	35.3	94.4	103.7	28.682	24,159	64.584	70.947
Motor Boating	143.5	136.3	528.6	511.8	84.354	80.115	310.735	300,848
Motor Life	21.0	23.4	49.3	55.1	8.820	9.828	20.696	23,156
Motor Trend	17.4	18.4	63.1	57.4	7,336	7,728	25.244	24,122
National Geographic	49.0	53.8	113.0	118.1	11.606	12.722	26.838	28.043
Playboy	26.4	15.2	53.1	38.9	11.075	6.394	22.303	15.929
Popular Boating	81.1	52.0	254.3	182.0	47.710	30,588	149,505	107,028
Popular Photography	67.8	72.2	207.5	234.8	28.472	30.316	87.133	98,612
Promenade	20.2	18.2	51.1	54.9	8.656	7 808	21.918	23,568
Reader's Digest	78.0	50.5	193.5	122.5	14.196	9.555	35 217	22.479
Redbook	37.1	34.9	91.1	87.9	15 921	14.982	39.082	37.688
Rotarian	9.3	8.2	24.0	28.6	3.910	3.448	10 077	12 003
Sports Cars Illustrated	20.4	21.6	62.2	62.3	8.555	9.051	26.120	26 162
Today's Health	25.5	25.6	73.6	66.7	10 985	11.007	31.654	29.935
Together	12.9	13.3	47.9	32.4	5.573	5 727	20 678	13.941
Town & Country	93.1	57.9	185.2	182.1	58.862	36,570	117.100	115.120
True	31.9	24.9	74.8	64.4	13.668	10.667	32.072	27.612
V. F. W. Magazine	12.6	11.9	33.7	33.7	5.276	4,981	14.167	14,135
Yachting	129.0	115.3	462.7	434.2	75.852	67,796	272.067	255,309
Total Group	1,734.2	1,553.0	4,873.0	4,509.0	838.874	750,869	2,303,362	2,236,331

Home

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
American Home	63.5	68.4	145.8	165.0	40 105	43 250	92.118	104.299
Antiques	55.9	56.8	186.2	185.3	16.427	16.684	54,630	54,426
Better Homes & Gardens	102.5	116.5	233.9	264.6	64.761	73.625	147.843	167.218
Flower & Garden	44.4	34.7	116.9	102.9	18.668	14.566	49.129	43.237
Flower Grower	75.4	69.7	182.3	176.4	31.664	29.290	76,476	74,102
House & Garden	55.1	74.5	117.8	138.1	34.852	47,090	74.473	87.267
House Beautiful	97.8	100.9	202.7	192.4	61 813	63.768	128.123	121.588
Living for Young Homemakers	71.9	56.5	141.0	116.0	45,418	35,708	89,124	73,312
Popular Gardening	64.4	61.5	165.4	159.9	27.059	25,835	69,451	67,142
Sunset Magazine	133.0	136.0	282.5	294.9	55,888	57,138	118,688	123,905
Total Group	763.9	775.5	1,774.5	1,795.5	396.655	406.954	900.055	916.497

Fashion

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Charm	89.6	89.4	189.4	187.1	38.424	38.359	81.270	80.269
Glamour	98.5	96.1	192.3	237.1	42.266	41.234	82.488	101.726
Harper's Bazaar	93.3	113.3	301.4	303.7	59.008	71.639	190.492	191,994
Mademoiselle	76.2	76.0	206.9	210.7	32.674	32.625	88,747	90.395
Vogue	150.6	160.9	430.9	448.4	95.182	101.708	272.308	283,413
Total Group	508.2	535.7	1,320.9	1,387.0	267.554	285.565	715.305	747,797

Movie-Romance-Radio

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
†Dell Modern Group:								
Modern Romances	34.1	25.8	72.4	59.4	14.647	11.055	31.081	25.483
Modern Screen	15.7	11.4	37.6	28.4	6.729	4.872	16.112	12.164
Screen Stories	13.7	11.2	34.0	26.3	5.871	4.789	14.554	11.286
Fawcett Women's Group:								
Motion Picture	14.2	11.7	40.9	33.9	6.104	5.039	17.570	14.529
True Confessions	25.1	20.2	69.8	53.1	10.766	8.657	29.963	22.801
†Hillman Romance Group	2.5	2.4	8.9	8.4	1,091	1,064	3.866	3.682
†Hillman Women's Group	24.0	20.7	46.6	59.5	10.332	8.908	20.052	25.582
Ideal Women's Group:								
Intimate Story	24.8	15.6	63.2	43.7	10,618	6.688	27.118	18.767
Movie Life	22.5	17.4	58.4	49.8	9.655	7.475	25.058	21.371
Movie Star Parade	22.5	17.3	58.4	49.7	9.641	7.433	25.046	21.329
Personal Romances	24.9	15.4	63.5	44.9	10.675	6.618	27.267	19.262
TV Star Parade	20.6	15.2	52.1	40.9	8.825	6.532	22.297	17.569
Screenland	12.5	11.8	38.8	34.1	5.346	5.065	16.638	14.630
Secrets Romance Group:								
Revealing Romances	23.0	18.6	63.6	54.3	9,881	8,004	27,292	23,311
‡Confidential Confessions	22.9	—	52.1	23.8	9,829	—	22,360	10.227
‡Daring Romances	23.0	18.6	62.9	30.4	9,829	8,003	27,002	13,075
Secrets	23.0	18.9	63.6	55.9	9,831	8,120	27,278	23,965
True Story Women's Group:								
Photoplay	28.8	20.6	76.4	60.6	12.359	8.839	32,788	25,976
True Experience	12.9	12.7	47.0	41.1	5.523	5,450	20,180	17,638
True Love	12.9	12.8	47.5	41.6	5.544	5,497	20,359	17,832
True Romance	13.6	12.8	48.7	41.3	5,821	5,470	20,908	17,723
True Story	58.5	60.1	153.0	146.1	25.109	25,777	65,615	62,692
TV-Radio Mirror	10.2	10.9	40.1	31.2	4,377	4,694	17,191	13,404
Total Group	485.9	382.1	1,298.5	1,058.4	208,453	164,039	557,595	454,298

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. ‡ With the February issue, Daring Romances and Confidential Confessions will be published monthly instead of bi-monthly.

§Business (March)

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Dun's Review & Modern Industry	99.3	64.7	242.6	191.0	41.688	27.164	101.874	80.216
Fortune	164.5	170.3	415.5	481.5	103.964	107.598	262.596	304.308
Nation's Business	53.7	50.2	145.0	124.1	22.574	21.583	60.915	53.436
Total Group	317.5	285.2	803.1	796.6	168.226	156.345	425.385	437.960

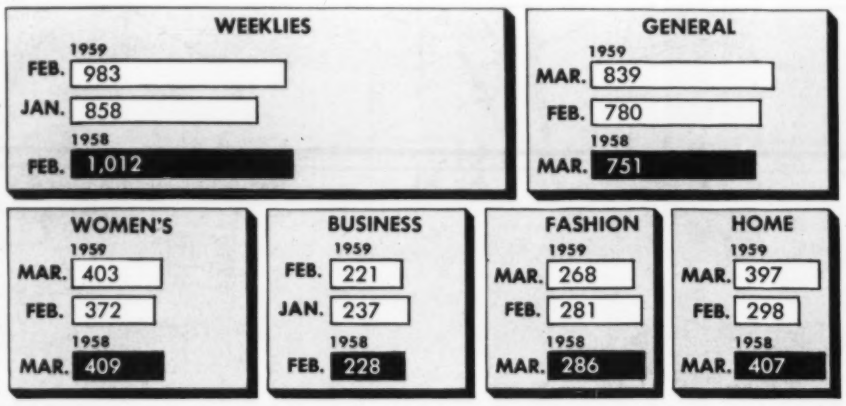
§ Because current month linage figures for several publications are not yet available this group is broken into a March section and a February section.

Business (February)

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1953
Barron's	76.0	65.5	145.5	119.5	49.862	42.982	95.446	78.427
Business Week	307.5	358.2	639.5	680.7	129.158	150.427	268.603	285.890
Financial World	46.6	30.6	105.4	82.6	19.599	12.887	44.292	34.698
Forbes	54.1	48.7	119.6	102.9	22.713	20.466	50.223	43.245
Total Group	484.2	503.0	1,010.0	985.7	221.332	226.762	485.564	442.260

Magazine Linage Trend

Figures in thousands



Farm Magazines

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Capper's Farmer	47.9	70.3	131.7	180.9	20.529	30.172	56.479	77.590
Farm & Ranch—Southern Agriculturist:								
‡Southeastern Edition	52.3	46.1	133.2	128.2	22,418	19,790	57.132	55.014
‡Southwestern Edition	43.9	41.5	116.2	124.6	18,833	17.799	49.832	53,460
Average 2 Editions	49.0	44.3	126.5	126.8	21.020	19.013	54.285	54,415
Farm Journal:								
‡Central Edition	103.4	99.1	262.2	254.6	44,348	42.511	112.480	109,207
‡Eastern Edition	90.2	88.3	231.9	225.6	38,702	37.865	99.466	96,764
‡Southern Edition	78.7	77.4	199.5	206.7	33.769	33 219	85.597	88.690
‡Western Edition	95.7	95.9	246.2	235.1	41.065	41 158	105.626	100.850
Average 4 Editions	92.0	90.2	234.9	230.5	39,471	38,688	100.792	98.878
Progressive Farmer:								
‡Carolina-Va. Edition	106.3	115.4	240.7	265.9	72.311	78.498	163.692	180.781
‡Ga.-Ala.-Fla. Edition	101.4	113.0	228.2	260.8	68.951	76.859	155.175	177.360
‡Ky.-Tenn.-W. Va. Edition	96.1	104.0	216.9	241.0	65,341	70.697	147.517	163 849
‡Miss.-La.-Ark. Edition	93.1	105.9	215.2	240.1	63.269	71 978	146.357	163,253
‡Texas Edition	93.7	104.1	218.7	245.4	63.774	70.813	148.684	166,862
Average 5 Editions	98.1	108.5	223.9	250.6	66.729	73.770	152.285	170.422
Successful Farming	109.7	97.1	244.5	221.4	49.382	43,693	110.044	99,625
Total Group	396.7	410.4	961.5	1,010.2	197,131	205.336	473.885	500.930

‡Not included in totals.

Youth

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
American Girl	24.7	29.3	70.8	76.2	10.599	12.582	30.362	32.695
Boys' Life	29.5	26.1	82.8	76.3	20.060	17.735	56.272	51.854
Child Life	.3	3.2	2.8	5.6	122	1.392	1.214	2.388
†Scholastic Magazines	32.0	42.2	112.2	131.5	13.471	17.712	47.100	55.253
Scholastic Roto	6.1	5.8	17.4	17.5	5.329	5.084	15.263	15,262
Total Group	92.6	106.6	286.0	307.1	49.681	54.505	150.211	157.452

† Three issues in March 1959; four issues in March 1958.

Mechanics & Science

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Mechanix Illustrated	77.9	71.9	238.6	223.5	17.455	16.113	53.452	50.065
Popular Electronics	61.1	63.8	177.0	193.3	13.695	14.291	36.639	43,308
Popular Mechanics	129.7	120.8	385.0	367.4	29.048	27.067	86.228	82,311
Popular Science	110.3	115.0	342.2	353.7	24,703	25,760	76,641	79,219
†Science & Mechanics	100.5	94.0	216.5	210.0	22.437	21.078	48,490	44,824
Total Group	479.5	465.5	1,356.3	1,347.9	107,338	104,309	301,450	299,727

† Published bi-monthly; figures shown are for combined March-April issue.

Outdoor & Sport

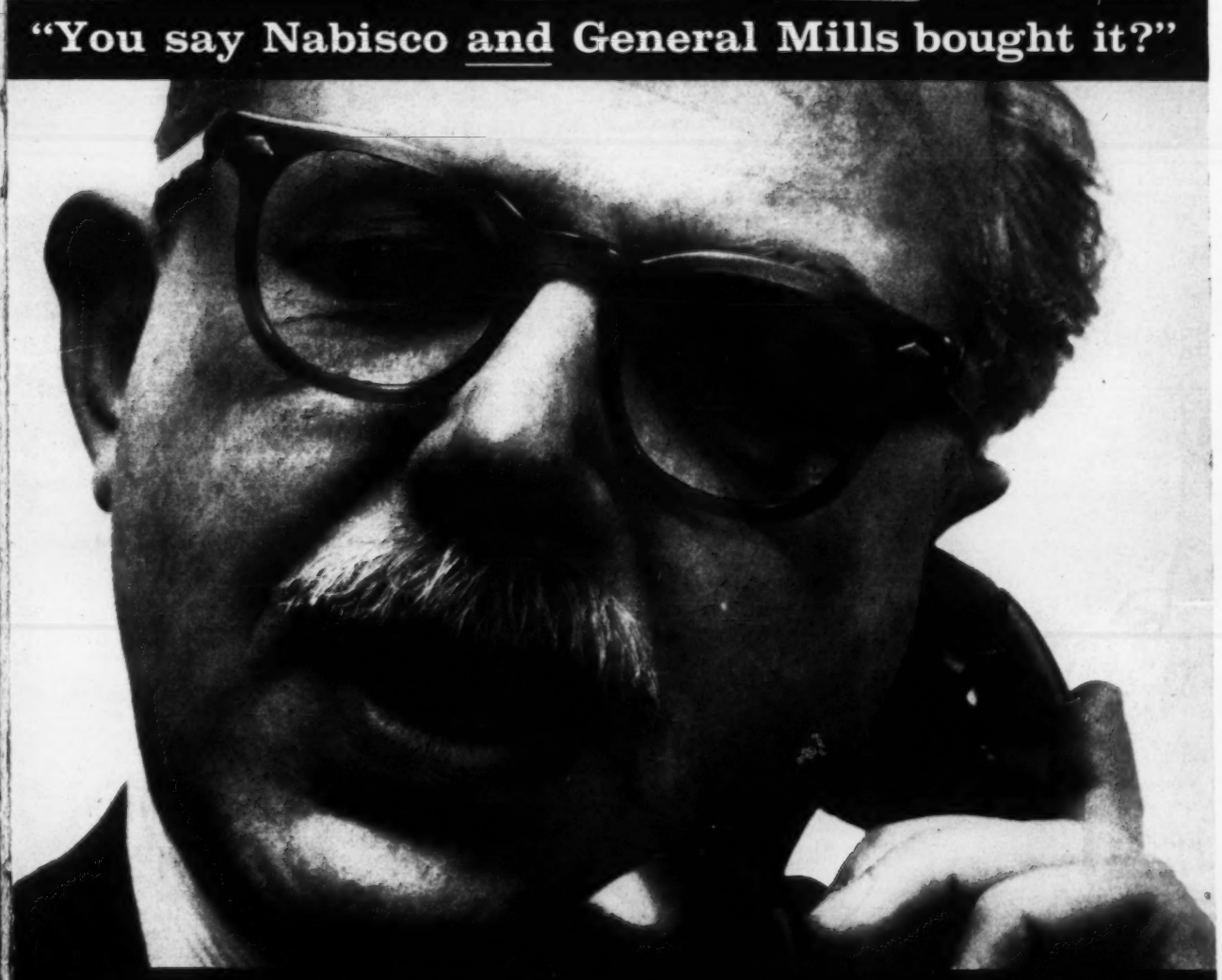
	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
American Rifleman	47.4	50.0	139.6	146.1	20.341	21.450	59.886	62.680
Field & Stream	90.4	96.2	204.4	211.9	38.779	41.274	87.686	90.893
Fur-Fish-Game	23.7	19.4	64.9	56.5	10.178	8.323	27.847	24,258
Guns	20.3	22.3	55.5	65.8	8.709	9,566	23,810	28,228
Outdoor Life	94.4	84.9	209.8	202.6	40.477	36,442	90,001	86.907
Sports Afield	75.1	72.8	179.6	171.3	32,223	31.254	77,061	73,504
Total Group	351.3	345.6	853.8	854.2	150.707	148,309	366,291	366,470

Detective & Fiction

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Cavalier	18.9	17.7	55.5	48.5	8.101	7.584	23.815	20.806

(Continued on Page 46)

"You say Nabisco and General Mills bought it?"



"Right. And so did Hormel . . . Colgate . . . Seagram . . . Esso . . . Firestone"

"You mean all of them have used that new LOOK split-run plan? What's the attraction?"

"Simple. LOOK has a really flexible system. Operates along every state line, not just set regions. Lets you split off one state, two states, any number of states anywhere."

"You mean we can get LOOK to run copy, say, just in Illinois – for our new-product introduction?"

"Sure. And we use our regular ad for the rest of the country. Or we work with LOOK on getting another advertiser to take the other states. What do you think?"

"I think you'd better hang up and let me get on it pronto."

Since Look developed the most flexible, most comprehensive system of geographic split runs in the magazine industry, the response has been overwhelming. In the past five months alone, 16 major advertisers—of products ranging from beer to cake mix, from tires to gasoline—have used Look to get national-magazine support in selected states. The March 17 issue carried four splits involving six companies, while an additional 17 split-run ads are on the books for future issues.

So far, Look splits have been used—to cite examples—by a major food manufacturer with two products sold regionally . . . by two brewers with sectional distribution . . . by a tire maker promoting one type in the North, another in the South . . . by a distiller advertising a new brand in several states, an established brand elsewhere.

But the potential for Look split runs is limited only by the scope of a creative marketer's ideas. Whatever marketing idea *you* come up with, your Look representative will show you how it *can* work—in Look.

. . . .

Long recognized as the pioneer in print advertising, Look now offers a new three-color letterpress process that, in many cases, can provide full-color impact. Look will also now accept two-color insertions without black as one of the colors. Ask your Look representative about these exciting new color features.

AMERICA'S FAMILY MAGAZINE **LOOK** **–the exciting story of people**

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Dell Men's Group	14.3	11.1	40.9	33.7	6,142	4,744	17,555	14,447
Thrilling Fiction Group	9.7	10.7	29.3	36.4	2,166	2,402	6,562	8,152
Total Group	42.9	39.5	125.7	118.6	16,409	14,730	47,932	43,405
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	44.2	89.5	117.8	204.8	37,543	76,072	100,052	174,036
Family Weekly	52.9	72.8	135.7	180.6	45,002	61,966	115,433	153,572
Parade	84.0	91.3	211.0	220.5	71,376	77,618	179,354	187,436
This Week Magazine	80.5	113.5	215.5	267.6	68,461	96,452	183,183	227,468
Total Group	261.6	367.1	680.0	873.5	222,382	312,108	578,022	742,512
	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Newspaper Sections (II) (February)								
(All other newspaper sections and comics)								
Chicago Tribune Magazine	118.8	117.6	234.8	257.8	100,952	99,929	199,606	219,114
New York Times Magazine	194.8	205.9	373.8	383.9	165,576	175,031	317,738	326,318
Total Group	313.6	323.5	608.6	641.7	266,428	274,960	517,344	545,432
	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Comics Magazines								
American Comics Group	7.0	7.0	21.0	21.0	2,646	2,646	7,938	7,938
†Archie Comic Group	7.0	7.0	14.0	13.0	2,646	2,646	5,292	4,914
†Harvey Comics Group	8.0	8.5	24.0	25.1	3,024	3,213	9,072	9,513
National Comics Group:								
Blue Unit	7.0	5.0	19.5	16.5	2,646	1,890	7,371	6,048
Red Unit	8.0	5.0	20.5	15.5	3,024	1,890	7,749	5,859
Total Group	37.0	32.5	99.0	91.1	13,986	12,285	37,422	34,272

† Published bi-monthly; figures shown are for combined March-April issue.

	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1958
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	59.5	88.4	128.1	156.3	53,560	79,544	115,252	140,710
†La Presse	83.6	87.7	211.4	149.4	75,215	78,928	188,609	134,523
†Star Weekly	105.8	116.8	248.0	226.7	92,589	102,216	217,022	198,408
†Weekend Magazine	117.5	131.2	293.8	257.3	114,638	127,958	286,612	250,927
Total Group	366.4	424.1	881.3	789.7	336,002	388,646	807,495	724,568

† Four issues in March 1959; five issues in March 1958.

Canadian								
Canadian Homes & Gardens	31.3	43.6	74.2	84.7	21,283	29,679	50,437	57,593
Chatelaine	68.5	35.3	155.0	81.8	46,548	24,035	105,403	55,654
Liberty	27.8	31.2	70.2	76.0	11,926	13,385	30,016	32,635
†Maclean's	73.9	95.8	191.3	188.0	50,265	65,146	130,070	127,811
Mayfair	22.5	33.7	90.5	92.3	15,320	22,921	61,592	62,788
Reader's Digest:								
English Edition	78.8	93.5	202.5	213.3	14,333	17,017	36,856	38,812
French Edition	90.8	98.0	220.3	225.0	16,517	17,836	40,086	40,970
Revue Moderne	19.9	21.9	51.8	49.4	13,539	14,866	35,238	33,632
Revue Populaire	19.2	16.6	41.6	37.6	13,473	11,654	29,134	26,372
Samedi	12.9	15.3	33.5	37.7	9,020	10,729	23,497	26,275
‡Saturday Night	35.6	32.7	64.2	55.7	14,928	13,712	27,342	23,393
‡Time-Canadian	107.8	103.1	179.6	192.1	45,220	43,645	75,390	81,025
Total Group	445.6	484.9	1,130.9	1,085.8	212,224	227,268	532,329	502,542

† Two issues in March 1959; three issues in March 1958. ‡ Not included in total as figures for the March issues were unavailable as this issue went to press and February figures are shown.

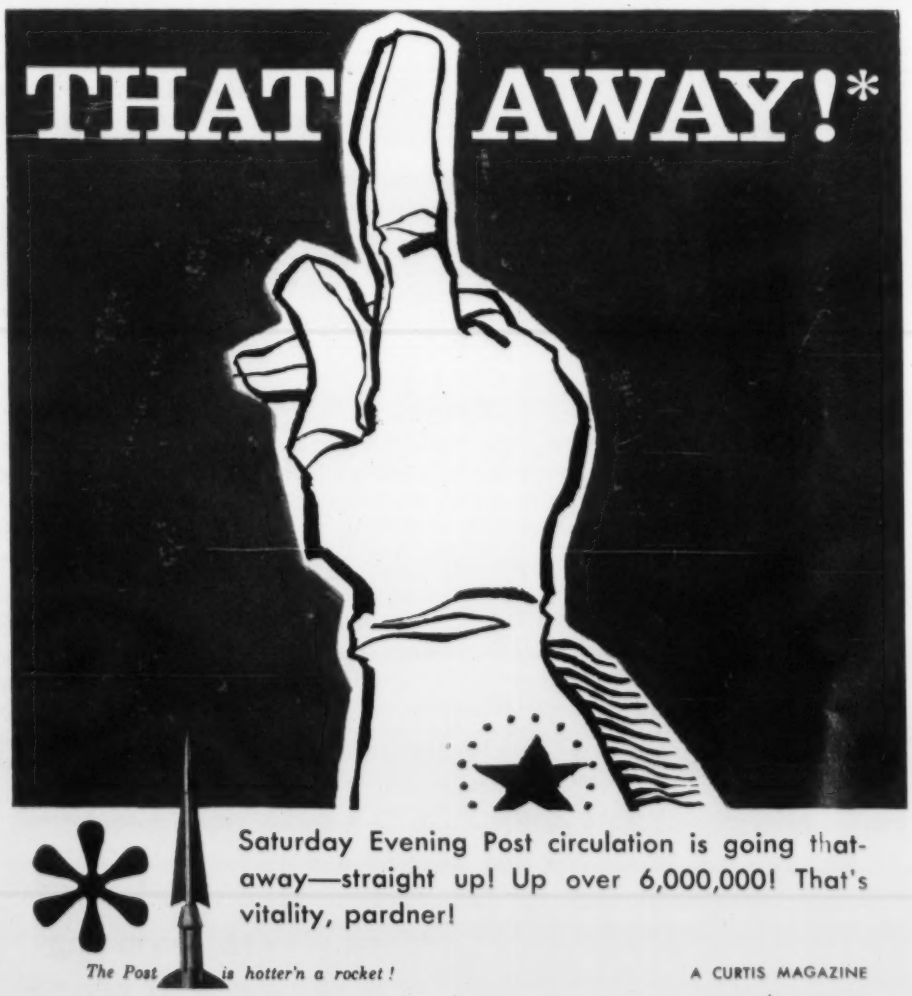
	Pages				Lines			
	March 1959	March 1958	Jan.-Mar. 1959	Jan.-Mar. 1958	March 1959	March 1958	Jan.-Mar. 1959	Jan-Mar. 1953
§Foreign (March)								
Hablemos	13.0	14.0	26.9	30.0	10,878	11,802	21,714	25,158
Popular Mechanics:								
Popular Mekanik (Danish)	19.5	8.0	54.5	21.5	4,368	1,792	12,208	4,816
Mecanique Populaire (French)	29.3	30.5	74.9	77.7	6,563	6,832	16,777	17,404
Popular Mechanik (German)	5.3	5.5	12.6	15.8	1,187	1,232	2,822	3,539
Mecanica Popular (Spanish)	35.9	24.5	78.5	78.7	8,039	5,492	17,583	17,636
Popular Mekanik (Swedish)	8.0	9.0	24.0	25.0	1,792	2,016	5,376	5,600
Reader's Digest:								
Arabic	—	28.0	—	84.0	—	4,592	—	13,776
Argentine	37.5	38.5	98.5	106.5	6,825	7,007	17,927	19,383
Australian	62.2	71.7	175.7	170.2	11,330	13,058	31,987	30,986
Austrian	68.0	68.0	158.0	150.0	12,376	12,376	28,756	27,300
Belgian	35.0	29.0	98.0	89.5	6,125	5,075	17,150	15,663
British	64.0	79.0	171.5	183.5	11,904	14,694	31,899	34,131
Caribbean	59.0	67.0	138.5	174.0	10,738	12,194	25,207	32,208
Danish	39.2	48.5	95.0	118.2	6,673	8,245	25,629	20,103
Dutch	44.0	29.0	102.0	78.0	8,008	5,278	18,564	14,196
Finnish	20.0	18.0	51.0	43.0	3,720	3,348	9,486	7,998
French	116.0	114.5	258.5	255.0	20,300	19,950	45,237	44,325
French-Swiss	18.0	26.0	51.0	60.0	3,150	4,550	8,925	10,500
German	130.0	99.0	291.0	237.0	23,660	18,018	52,962	43,134
German-Swiss	24.5	30.0	65.0	69.5	4,459	5,460	11,830	12,598
Iberian	76.0	80.5	196.0	193.0	13,832	14,651	36,491	35,126
Indian	48.0	60.0	143.0	172.0	8,736	10,920	26,026	31,304
Italian	60.5	88.0	149.5	201.5	10,406	15,136	25,714	34,533
Japanese	32.0	35.5	107.5	109.5	5,376	5,964	18,060	18,396
Mexican	43.5	53.5	121.5	142.5	7,917	9,737	22,113	25,935
New Zealand	22.5	38.5	75.0	98.0	4,095	7,007	13,650	20,348
Norwegian	39.0	36.0	93.5	84.0	6,630	6,120	15,385	14,280
Overseas Military	34.0	42.0	103.0	114.0	6,118	7,644	18,746	20,748
Portuguese	71.5	72.5	198.5	198.5	12,513	12,687	34,738	34,737
South African	67.5	83.5	203.5	225.5	12,083	14,946	36,427	40,364
Southern Hemisphere	24.0	28.5	58.0	83.5	4,368	5,187	10,556	15,133
Swedish	58.5	42.5	112.5	95.5	10,881	7,905	20,925	17,831
Total Group	1,404.4	1,498.7	3,586.6	3,784.6	265,120	280,915	680,870	709,189

§ Because current month linage figures for several publications are not yet available this group is broken into a March section and a February section.

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Foreign (February)								
Life International:								
International Edition	76.7	82.7	97.4	107.0	52,275	56,335	66,300	72,760
Spanish Edition	42.3	45.2	96.2	105.3	28,815	30,770	65,450	71,655
Newsweek:								
Pacific Edition	54.7	57.5	106.9	108.7	22,960	24,150	44,870	45,641
European Edition	58.8	64.2	108.6	115.5	24,710	26,950	45,460	48,475
Time International:								
Time-Atlantic	98.1	96.4	176.2	186.7	41,545	40,460	73,990	78,365
Time-Latin American	91.8	88.2	163.3	167.1	38,500	37,030	68,565	70,490
Time-Pacific	99.6	73.5	162.8	141.0	41,790	30,835	68,320	59,220
Vision:								
Visao (Portuguese Edition)	121.0	99.2	243.3	183.7	50,820	41,650	102,200	77,140
Mexican Edition	11.5	10.7	32.5	19.0	4,830	4,480	13,650	7,980
Spanish Edition	56.9	52.1	137.1	104.7	23,905	21,875	57,575	43,960
Total Group	711.4	669.7	1,324.3	1,238.7	330,150	314,535	606,380	575,686

ADver-dupois Ad Scales Bow

Ardee Associates, 35 Chestnut St., Rochester 4, N.Y., has launched Adver-dupois advertising scales for which it is the sole selling agent. The scales take 11x14" full-color transparencies. Only one transparency is used on each scale for 13 weeks. The ad space is available on a 52-week non-cancelable contract. A minimum of 50 units is allowed at $8 per week per unit. The scale advertising is commissionable to recognized agencies.


THAT AWAY!*
Saturday Evening Post circulation is going that-away—straight up! Up over 6,000,000! That's vitality, pardner!
The Post is hotter'n a rocket!
A CURTIS MAGAZINE

Lees Sets Spring Push

James Lees & Sons Co., Bridgeport, Pa., carpet manufacturer, will break a print campaign in late March and early April promoting its twist carpet. The campaign breaks in late March with pages in *House Beautiful, House & Garden, Life, Living for Young Homemakers* and *Reader's Digest*. On April 12, color pages will appear in 290 major market newspapers opposite cooperating retailers' ads. Posters, streamers, ad mats and point of sale material are being sent to retailers. N. W. Ayer & Son is the agency.

Da-Lite Appoints Merson: Celebrates 50th Anniversary

Da-Lite Screen Co., Warsaw, Ind., has named Murray Merson sales manager of its retail division. He formerly was eastern district manager.

The company is currently running its largest advertising and sales campaign to celebrate its 50th anniversary. Consumer ads are scheduled for *Holiday, National Geographic, New Yorker, Sports Illustrated, Sunset Magazine* and *U.S. News & World Report*.

ITC Names Eight to Staff

Independent Television Corp., New York, has appointed John Serrao, formerly with Peters, Griffin, Woodward, western division manager; Lee Cannon, midwestern manager; Alton Whitehouse, southeastern manager, and Leonard A. Warager, northeastern manager. Appointed to the sales staff were John B. Dalton, Jack Kelley and George Stanford. Al W. Godwin has joined Arrow Productions, ITC's rerun sales division.

Fino Names Mullins/Earl

Fino Food Processing Co., Burbank, Cal., has appointed Mullins/Earl Associates, Los Angeles, to handle advertising for Busman's coffee extender, imported from Holland. The import account formerly was handled by Atherton-Mogge-Privett, Los Angeles.

A THIRTEEN LETTER WORD BEGINNING WITH "M"...

Key word in the farm supply market puzzle is "Merchandising." With an "M", as in *Farm Store Merchandising*. It's the new service magazine that fills in the blanks in the farm store owner's picture. For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Realistic risk-takers, active in all functions . . . CPI-Management gets things done . . . from laboratory to plant to front office. Highly net-profit-minded . . . they're quickly cognizant of what *your product* can do for them . . . receptive to what you have to say and sell. CPI-Management *(department heads and above)* is many men, but a single state of mind . . . "Do it better, faster, more profitably — with more *modern* equipment, materials and services." CPI-Management listen to subordinates but make up their own minds. Because their job is to make money, it's their decision how to spend it . . . *what to buy, when to buy, whom to buy from.*

CPI-Management won't sit still long enough to be sold except when they're reading CHEMICAL WEEK . . . the only business paper which sifts the dollar impact of significant chemical process news, *both technical and non-technical.* 28 full-time editors . . . more than 40,000 carefully screened, *all-paid* circulation . . . read, preferred and subscribed to *independently* by more management men than any other CPI publication. That's why you belong with the 600-plus advertisers who place more display pages here than in any other "process" weekly. Your *first* job's to sell CPI-Management . . . and you can do it *best* in CHEMICAL WEEK.

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

announcing

Flip

Nargus Sets New Multiple Advertiser Section in 'Post'

CHICAGO, March 17—The 30 food store products that participated in the 1958 Food Store Spectacular promotion last Sept. 18-27 scored sales gains for that week that averaged 280%.

The event, jointly sponsored by the National Assn. of Retail Grocers of the U. S. and *The Saturday Evening Post*, tallied a sales increase of $55,769,112 for the advertisers, 5% ahead of the sales gains achieved in 1957 (AA, March 24, '58), Nargus says.

These results were revealed by Marie Kiefer, executive director of Nargus, who spoke at the 53rd annual meeting of the National-American Wholesale Grocers' Assn.

Also revealed were plans for a third food store spectacular next Oct. 15-24—a Harvest Special of Famous Brands. The promotion will again be spearheaded by a food store spectacular section in the Oct. 17 *Post*.

■ The sales gains scored by some of the products during last year's promotion were these: Aunt Jemima pancake mix, 164.1%; Betty Crocker cake mixes, 591.5%; Campbell's minestrone soup, 373.2%; Green Giant peas, 610.5%; Mother's Oats, 198.4%; O-Cello sponges, 34.9%; Pepsi-Cola, 81.7%; Ritz crackers, 262.2%; Libby's frozen strawberries, 372.3%; Swift's Premium bacon, 33.3%.

In addition to the 32-page *Post* section, the promotion resulted in more than 2,000,000 lines of local advertising by retailers—33% more than in 1957, according to Nargus.

More than 52,000 retail stores used the point of sale kits sent out for the promotion; they used it for an average of 10.9 days, Nargus says. Newspaper ads were used by 67% of the retailers, handbills by 40%, radio by 15.4% and tv by 13.8%.

Riddle Katzenbach Bona Kiefer Petrlik Allen

CALL FROM CINCINNATI?—*Teaming up for a "call" to grocery wholesalers about the 1959 Food Store Spectacular are Jay S. Riddle, The Saturday Evening Post, and Marie Kiefer, executive director of Nargus. Listening in are John Petrlik, Hannaford Bros., Portland, Me.; Lester Bona, West Coast Grocery Co., Tacoma; W. D. Allen, Schumacher Co., Houston, and just conferred "Master of Merchandising" Richard Katzenbach, Montgomery Co., King of Prussia, Pa.*

Already signed up for the 1959 promotion are Campbell Soup Co., Dolly Madison cakes (Interstate Bakeries), General Mills Inc., Green Giant Co., H. J. Heinz Co., Kraft Foods, National Biscuit Co., Pepsi-Cola Co., Personal Products Corp., Seven-Up Co., Jos. Schlitz Brewing Co. and Sunshine Biscuits Inc.

"The spectacular continues to make merchandising history," Mrs. Kiefer told the NAWGA meeting, "proving that store-wide promotions, when carefully coordinated and enthusiastically supported, are profitable for all participants.

"With this formula," she said, "you can promote all departments at the same time." ≡

Hixson & Jorgensen Gains 1

Hixson & Jorgensen, Los Angeles, has been appointed to handle all advertising for the Edsel dealers in southern California and Arizona. The agency also handles Lincoln advertising for the Lincoln-Mercury-Edsel Dealers Assn. of Southern California. Tv is slated to be the account's major medium.

L&N Gets Granny Goose Foods from Harris, Harlan

Lennen & Newell, San Francisco, has been appointed to handle the $400,000 advertising account of Granny Goose Foods, Oakland, effective April 1. The appointment marks the end of a 10-year relationship with the former agency, Harris, Harlan, Wood, and that agency's predecessor, Brooke, Smith, French & Dorrance of the Pacific Coast.

The change in agencies was made, according to Robert Frank, ad manager of Granny Goose, because of "some changes in company policy. These changes, however, will not result in any major shifts in our advertising or advertising policies."

Hoyt Gets Grace Segment

W. R. Grace & Co. has appointed Charles W. Hoyt Co., New York, to handle advertising for its polymer chemicals division, producer of high-density polyethylene. The division headquarters in Clifton, N. J. Kelly, Nason formerly handled the account.

IT HAPPENED IN MEMPHIS!

by Bert Ferguson
Exec. Vice-President, WDIA

Not New York—not Philadelphia—not Chicago! This big success story began right here in Memphis, just ten years ago! That's when WDIA began to program exclusively to Negroes. WDIA is now *America's only 50,000 watt Negro radio station* . . . only 50,000 watt station in the Memphis area! And . . . WDIA reaches—*and sells*—1,237,686 Negroes. That's almost 10% of the nation's entire Negro population. It's the biggest market of its kind in the entire country!

SALES UNLIMITED!

It's a ready-made, high volume market. And nothing sells it like WDIA! Through a unique combination of personal appeal and high powered salesmanship. WDIA's all-Negro staff commands the Memphis Negro's loyal listenership. What's more, by a program of active public service and civic leadership, WDIA has become an integral part of its listeners' daily lives. This outstanding public service program has earned for WDIA the title "Goodwill Station."

And, this fabulous success story can mean high volume sales and profits for you. Negroes in WDIA's big listening-buying audience brought home paychecks totaling $616,294,100 last year. And they spent, on the average, 80% of this income on consumer goods. Negroes bought 48.7% of the salad dressing sold in Memphis last year . . . 68.5% of the canned and powdered milk and cream . . . 54.5% of the deodorants . . . 61.3% of the flour!

And it's not just a big market. It's a healthy, growing market. Negroes—who make up over 40% of the Memphis market area—have contributed greatly to the region's steadily prospering economy. They have a greater income than ever before. They have the means to trade themselves up . . . and they're doing it!

FUTURE UNLIMITED!

Only WDIA reaches—and sells—this enormous audience. Only WDIA induces this concentrated, high volume Negro market to buy more goods, in specific brands. Proof? WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few:

B.C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE . . . NATIONAL BISCUIT CO.

In the past 10 years, national and local advertisers have invested $4,396,854.81 in WDIA. That's a lot of money. That's a lot of satisfied advertisers!

Why don't you stake out a claim in this ready-made gold mine now? Drop us a line . . . we'll send you facts and figures about success stories in your own field! Let us prove to you: If you want acceptance—and buying action—in the Memphis Negro Market, you want WDIA!

TOP RATED
BY ALL AUDIENCE SURVEYS
FOR TEN YEARS!

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

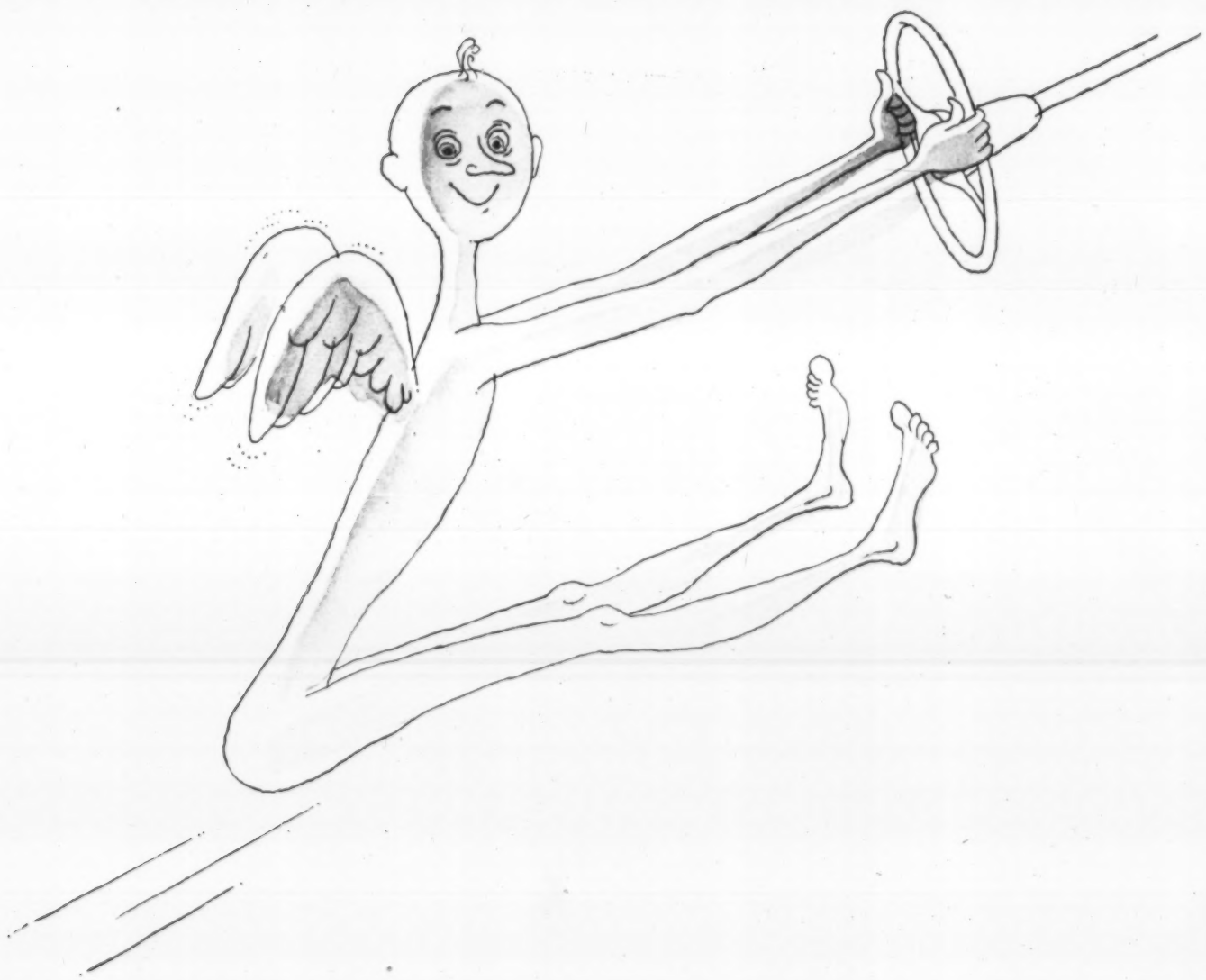
WHAT'S UP?*

Saturday Evening Post circulation, that's what! Up over 6,000,000. Know why? Editorial vitality that builds reader demand, that's why!

The Post is hotter'n a rocket!

A CURTIS MAGAZINE

See page 54



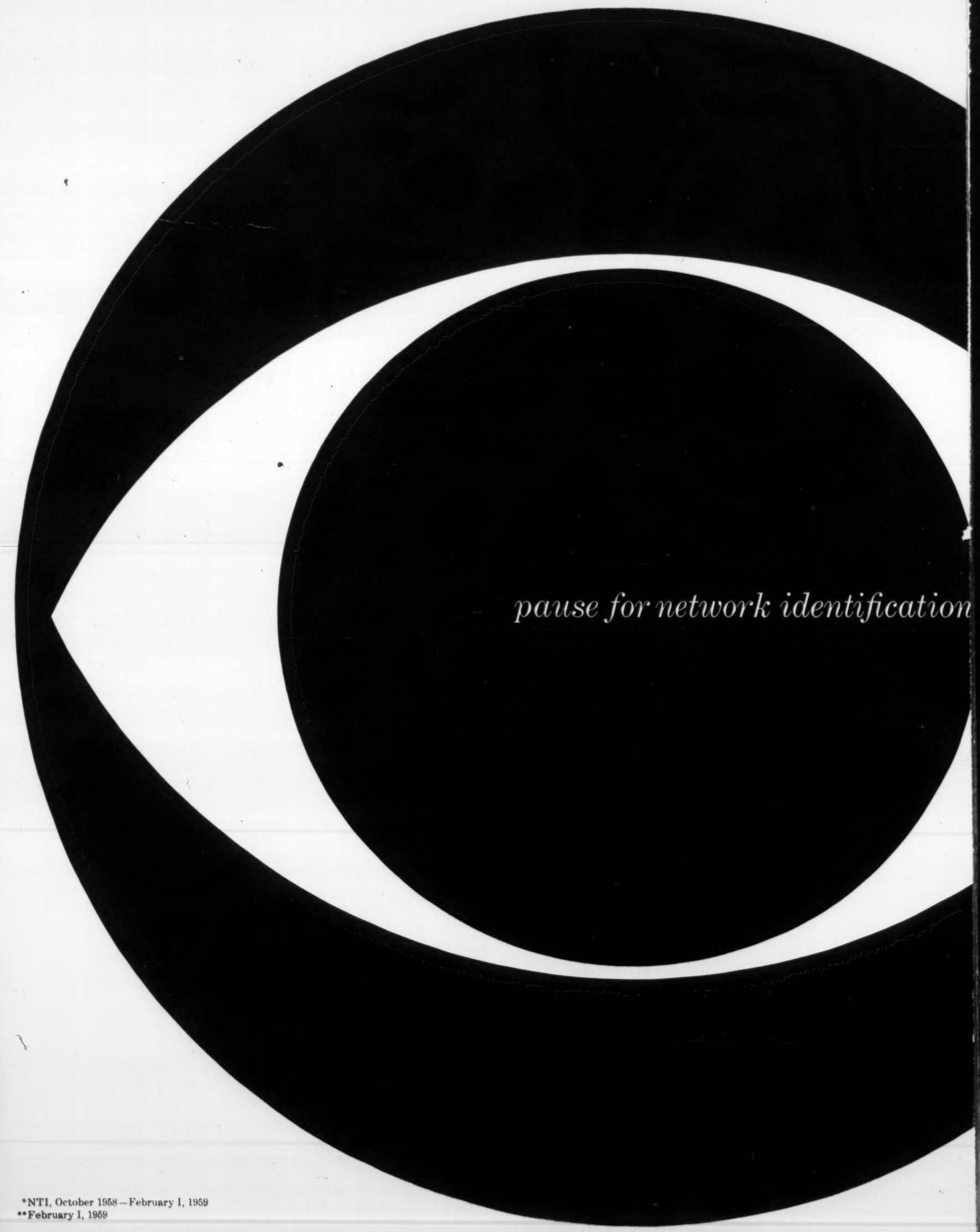
It used to be 10,204,081 miles to heaven by car.

Now it's 7,650,000 miles farther. Or, to put it another way, the traffic death rate has gone down.

In fact it has gone down by 40% since 1946. That was the year the advertising profession and its clients, through The Advertising Council, launched an intensive "Stop Accidents" campaign. Just in the last two years the traffic death toll has come down by over 2,600 — even though there are more drivers and more cars than ever on the road.

Proud of Advertising? You should be. It's helping make America a wiser, safer nation. Heaven can wait. There's plenty to get done down here.

ADVERTISING COUNCIL · PUBLIC SERVICE ·



*NTI, October 1958—February 1, 1959
**February 1, 1959

The current television season is now at a point where the long-term achievements of the networks can be objectively measured and clearly identified.

In terms of the criteria that are most meaningful to advertisers and their agencies – size of audience and cost per thousand – this* is the CBS Television Network in March 1959:

It has the **largest average nighttime audience** of any network. *(14% bigger than the second network, 27% bigger than the third)*

It has the largest average **daytime** audience of any network. *(8% bigger than the second, 97% bigger than the third)*

It has as many of the **top ten programs** and as many of the **top forty** programs as the other two networks combined. *(5 of the top 10, 20 of the top 40)*

It has the largest audiences in more **nighttime half-hour** periods than the other two networks combined.

It has the largest audiences in more **daytime quarter-hour** periods than any other network.

It has the **lowest average cost** per thousand for all **nighttime** programs. *(3% lower than the next network)*

It has the lowest average cost per thousand for all **daytime** programs. *(12% lower than the next network)*

It is also significant that the latest Nielsen report** continues to identify the CBS Television Network with the largest average audiences, day and night, in all television.

This kind of identification perhaps explains why so many advertisers are crystallizing their program decisions earlier than ever before and are turning again to the world's largest single advertising medium. **THE CBS TELEVISION NETWORK**

If you want to sell more soaps and cleansers, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-loving, home-owning readers are as alert to better ways to clean the old curtains, for instance, as they are to ideas for new ones. In a recent check, from one to two million more Better Homes and Gardens readers had bought laundry soap or detergent within the past 2 weeks than readers of any of the three major women's magazines covered in the study—9,850,000 readers* in all.

*Look-Politz Study, 1958

During the year ⅓ of America reads **BH&G** ... the family idea magazine

'Philadelphia Bulletin' Elects McLean, Taylor

Robert McLean, president and publisher of the *Philadelphia Bulletin*, has been elected publisher and chairman of the board and Robert L. Taylor, vp and treasurer, was elected president and general manager.

Other officers elected include Stuart S. Taylor, from assistant to the publisher to vp; Donald W. Thornburgh, formerly president of WCAU Inc., vp of the Bulletin Co.; Albert Spendlove, from business manager to vp and business manager, and Charles W. Detweiler, advertising director, to vp and advertising director.

Names Olmsted & Foley

CK Foods Inc., Duluth, Minn., has appointed Olmsted & Foley, Minneapolis, as agency for Jeno's Italiano Foods. J. Walter Thompson Co., Chicago, will continue to handle the Chun King line of American-Oriental foods.

Travel Promotions Offers Folder Space as New Ad Medium

NEW YORK, March 17—A new advertising medium aimed at the $20 billion travel market is being pioneered by Travel Promotions Inc., specialist in travel sales aids.

The company is offering advertising space in travel folders which are distributed to vacationers by travel agents and tour operators. The idea began because the company kept receiving requests for a listing of all cruise sailings. The company decided not only to publish such a listing, but to make a promotion sales kit out of it as well.

The result is a four-piece cruise sales package for summer 1959. It consists of (1) a listing of summer cruises and tours, (2) a booklet giving shipboard travel hints, (3) a directory of short summer cruises and (4) a booklet of European travel tips. Each booklet has space for the travel agent's own imprint.

■ Advertising space is being offered in the short cruise booklet and the European travel guide, with a page rate of $1,000 based on a guaranteed circulation of 100,000. Argus Cameras, a division of Sylvania Electric Products handled by Young & Rubicam, has purchased exclusive advertising rights to the shipboard guide. No ad space is available in the cruise-tour listing.

Travel Promotions claims to be the only organization dealing exclusively with travel sales promotion and publicity. Besides preparing travel folders, the company prepares ads, sales letters, house organs, display books, magazine articles, news releases, etc. Its client roster includes American Express, Thos. Cook & Sons, Simmons-Gateway Tours, Embassy Tours, Cosmos Tours and Poly Tours. #

Canadian Retail Stores' '58 Sales Hit $15.2 Billion

Canadian retail establishments had record sales of an estimated $15.2 billion in 1958, according to the Dominion Bureau of Statistics. This is a 2.9% gain over 1957 sales of $14.82 billion. Independent stores had sales of $12.2 billion, an increase of 1.9% over '57, while chain stores reported sales of $3 billion, a gain of 6.7% over '57.

Sales gains were posted for all provinces except British Columbia where there was little change between the two years. Estimated total sales for '58 for the provinces, ranked according to size, were: Ontario, $5.85 billion ($5.66 billion in '57); Quebec, $3.59 billion ($3.52 billion in '57); British Columbia, $1.61 billion ($1.61 billion in '57); Atlantic Provinces, $1.28 billion ($1.23 billion in '57); Alberta, $1.24 billion ($1.21 billion in '57); Saskatchewan, $901,700,000 ($854,800,000 in '57), and Manitoba, $755,400,000 ($725,800,000 in '57).

EWRR Closes in Cincinnati; Magro Starts Own Shop

Erwin Wasey, Ruthrauff & Ryan has closed its Cincinnati office. John L. Magro, former vp and office manager, has opened his own agency to service local accounts formerly handled by EWRR. These include Candle-Lite, Netherland-Hilton Hotel and Steelcraft Mfg. Co.

Basford Names Three VPs

G. M. Basford Co., New York, has appointed three new vps. They are Raymond Muscarell, secretary, C. J. Van Duyn, manager of the Cleveland office, and Dr. Arthur Weinberg, an account group manager.

WHICH DALLAS NEWSPAPER DO YOU READ MOST?
The Dallas Morning News
Big 3 Calls On Russians For Meeting
Senators Trad
Spender Charg

*Dallas ABC City Zone. Dan E. Clark, II & Associates Survey, 1958

7 out of 10 Dallasites* who take both Dallas newspapers read **The Dallas News** most!

CRESMER & WOODWARD, INC., National Representative • New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

STRAIGHT-LINE ADVERTISING in The OHIO FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and THE OHIO FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because THE OHIO FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

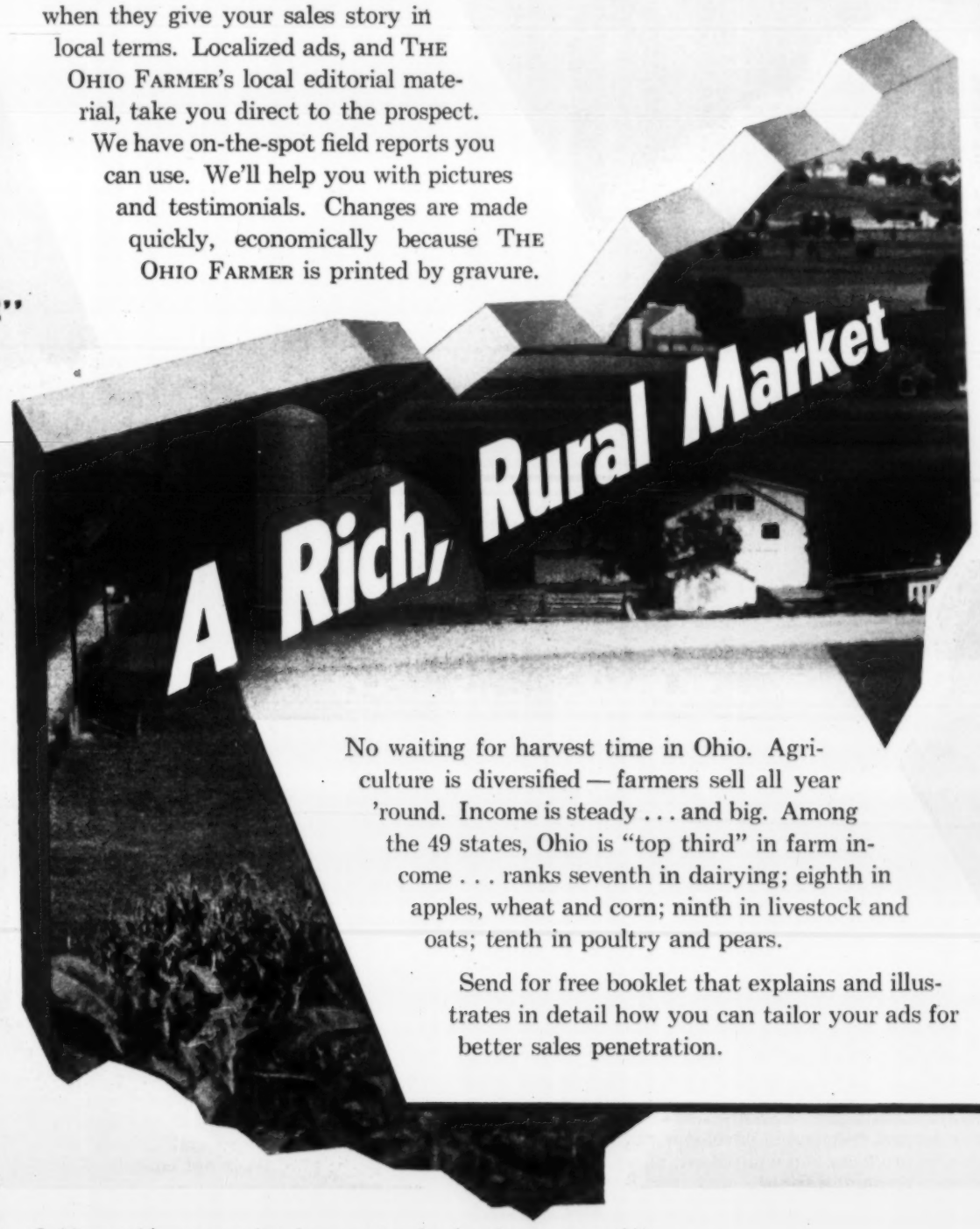
1 Local pictures

2 Local testimonials

3 Local prices and terms

4 Local dealer listings

5 Local coupon returns



No waiting for harvest time in Ohio. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Ohio is "top third" in farm income . . . ranks seventh in dairying; eighth in apples, wheat and corn; ninth in livestock and oats; tenth in poultry and pears.

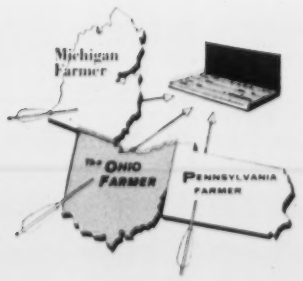
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

• New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

The OHIO FARMER

1010 Rockwell Ave., Cleveland 14, Ohio

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in PENNSYLVANIA FARMER and MICHIGAN FARMER.*

THE FINISHING TOUCH

Good typography rounds out the quality of an ad or promotion piece. It helps register the message with readers, creates a desire to act or buy. **SERVICE** Typographers assures you of this basic quality through superior typesetting. Be sure your next type job gets the **"finishing touch"**... call **SERVICE**

"where typesetting is still an art"

SERVICE ***typographers, inc.***

723 S. Wells St. • Chicago 7, Illinois • HArrison 7-8560

Seven-Up Holds Contest for Station Promotion Managers

Seven-Up Co., St. Louis, is sponsoring a contest for promotion managers of the some 144 ABC-TV affiliated stations which telecast "Zorro," sponsored by Seven-Up. Each station manager has received a "Fresh up" Freddie doll, a stuffed replica of the Seven-Up cartoon character used in 7-Up promotion, samples of point of sale materials. The managers have been asked to submit entries by April 17 based on the theme: "The most imaginative way to use the Fresh up Freddie doll and allied materials in promoting 'Zorro' and 7-Up." Contest period, which began March 9, ends April 10.

J. Walter Thompson Co., Seven-Up's agency, Chicago, is handling the contest.

Compton Elects 4 VPs

Compton Advertising has elected Emile Frisard, a copy group head in New York, and Harold J. Grainger, account supervisor and director of the San Francisco office, vps. Sherman Pedersen and W. Tim Kilduff, of Compton's Portland office, also have been elected vps.

Caldwell Promotes Page

Ken Page, television film sales manager of S. W. Caldwell Ltd. Toronto, has been promoted to general sales manager in charge of all sales.

AMERICAN AVIATION PUBLICATIONS

ANNOUNCES

airlift

the magazine of world air transportation

Beginning in April, AMERICAN AVIATION Magazine becomes ***airlift***—the monthly magazine serving the world air transportation market. This is not only a change in title but an updating of editorial concept brought about by the evolution within the air age itself. ***airlift*** is edited for the worldwide commercial, military and corporate Air Transportation Industry. Feature articles are designed to interpret trends and developments. They highlight new products and equipment, operations, maintenance, communications, and engineering. ***airlift*** offers editorial coverage of *all* phases of the market concerned with transportation of people and goods by air.

Airlift—a Multi-Billion Dollar Market. With 25,000 circulation, ***airlift*** reaches men in management, engineering, operations, maintenance, overhaul and purchasing, in *all* segments of the Air Transportation market. This includes both domestic and international air carriers, supplemental and all-cargo carriers, military transport and logistics, airways and navigational facilities. Also business aircraft, terminal airports, helicopters and fixed base operators.

Airlift—Another "Market of the Future". ***airlift*** is a specialized magazine for a specialized market—world air transportation. It is not concerned with combat aircraft and weapons systems. Military interests aside from airlift are served by MISSILES AND ROCKETS, and ARMED FORCES MANAGEMENT—other American Aviation Publications serving "markets of the future" Sell the world air transportation market in ***airlift*** No other magazine serves this market directly.

air'lift, v.t. to transport by air

airlift

American Aviation Magazine Since 1937

AMERICAN AVIATION PUBLICATIONS, INC.

1001 VERMONT AVE., N.W. • WASHINGTON 5, D.C.

World's Largest Aviation Publishers

'Mirror-Pictorial' Buys Amalgamated Press, UK's Biggest

LONDON, March 17—Britain's biggest circulation newspaper, the *Daily Mirror*, and its associate, the *Sunday Pictorial*, have taken over the country's biggest and most successful magazine publisher, Amalgamated Press Ltd.

The *Mirror-Pictorial* group made an offer for shares in Amalgamated on the basis of two *Daily Mirror* shares for each Amalgamated share. A condition of the offer was that the Berry family, largest shareholders in Amalgamated, would in turn sell the *Daily Mirror* shares so acquired to the *Sunday Pictorial* at a price below the current market value.

■ Amalgamated produces 42 weekly magazines, 23 monthly periodicals and 20 annuals. Among them is one of Britain's two remaining general-interest weekly magazines, *Everybody's*. (The other, *John Bull*, is published by Odhams.) They range over a host of children's comics, through periodicals for working class girls, to how-to-do-it periodicals on homes and gardening, movie and tv fan magazines, and women's publications.

In addition, it publishes slim paperbacks in 12 "library series," ranging from westerns to thrillers and girls' school stories to romances.

Amalgamated also controls a number of subsidiaries, control of which has now been switched to the *Mirror-Pictorial* group. These include Kelly's Directories Ltd., in which Amalgamated owns 75% of the equity. Kelly's, a trade and specialist directory publishing company, in turn controls Associated Iliffe Press, a wholly owned subsidiary.

Associated Iliffe Press itself publishes some 34 magazines, mainly business and specialized journals ranging from *Aircraft Production* and *British Plastics* through *Nursing Mirror* to *Yachting World*. ≠

Grant Opens Durban Office: Names Four in U. S.

Grant Advertising has opened a new office in Durban, South Africa. Desmond Kennedy, formerly an account executive with Grant's Johannesburg office, will head the Durban office.

The agency also has named Leonard E. Vis, previously regional sales supervisor of Quaker Oats Pan American Inc., to its international department in New York; Leigh J. Brown, formerly assistant art director at Kenyon & Eckhardt, Detroit, to the art staff in the Detroit office; Ralph Jungheim, formerly with Erwin Wasey, Ruthrauff & Ryan, copy director of the Hollywood office, and James D. Grant, formerly with the *New York News*, a regional account manager. Mr. Grant will handle Dodge dealer advertising accounts in the Eastern Seaboard area.

Brown Issues 1959 'Advertisers Rate & Data Guide'

E. H. Brown Advertising Agency, 20 N. Wacker Dr., Chicago, has issued the 1959 "Advertisers Rate & Data Guide," the 34th annual edition of the directory. In condensed form the guide lists rates, circulation, closing and issuance dates for general, farm, industrial, mail order and direct selling magazines. Shopping sections of leading national magazines and metropolitan newspaper roto magazines are listed, with editorial titles and cost of minimum space units.

Daily and Sunday display rates of newspapers in cities of more than 50,000 population are included. The 56-page booklet is available to advertisers without charge.

500 Miles of New Homes Added to Milwaukee

More than 81,000 new homes have been built in the Milwaukee metropolitan area since the 1950 Census—enough to line both sides of a street for 500 miles, a street stretching from Milwaukee to Kansas City or Cleveland.

These are the new homes for the booming population increase of 214,000 since the 1950 Census—an increase equivalent to adding the entire metropolitan area of Madison or any other city in Wisconsin. Total population of the metropolitan area—Milwaukee and Waukesha counties—is now 1,171,000.

More than two billion dollars in construction has gone into this addition to Milwaukee, for schools and churches as well as homes, huge shopping centers, offices, factories, all of the facilities of a whole new community of 214,000 people.

Nearly a half million people are now employed in the two counties. Personal income averages more than $50,000,000 weekly. Retail sales average over $30,000,000 weekly.

This market of immense and steadily growing sales potentials easily rates among your top ten newspaper markets. Dominant schedules and ROP Color are economical here, because one newspaper does the selling job in 9 out of 10 homes.

THE MILWAUKEE JOURNAL

The 500-mile street is based on single family dwelling units on 60-foot lots with intersecting streets every 480 feet.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Testing Panel Bows in Israel

Gordon Lewensohn Aylon Ltd., Tel Aviv, has established a consumer's panel to test advertising, package designs and new products. Ads were run on the front page of 11 national dailies calling for volunteers. With no auditing organization in Israel, the agency keyed the ads and asked each newspaper publisher to supply certified circulation figures for the day of publication. Checking through the replies, the agency hopes to get an accurate picture of the pulling power of the various media and publish the results in a booklet.

$1,000,000 Promotion for Movie

United Artists Corp., New York, plans a promotional campaign for its new movie, "Some Like It Hot," which will exceed $1,000,000. Newspapers, radio and tv will be used in the advertising portion of the promotion.

If you want to sell **gardening *supplies and equipment,*** go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. Last year, BH&G primary families spent $210,910,000* just for lawn and garden supplies—not including garden furnishings or equipment! With almost 8 out of 10** Better Homes and Gardens readers living in owned homes (more than any other major magazine) there's a setting for growing things.

*BH&G Continuing Study, June, 1958
**Look-Politz Study, 1958

During the year ⅓ of America reads **BH & G** ... the family idea magazine

Census Reports to Be Ahead of 1954 by 5 to 15 Months

WASHINGTON, March 19—Census Bureau officials have expressed confidence that results of the new economic censuses now under way will be published from five to 15 months faster than they were when similar censuses were made in 1954.

If the goals are achieved, some of the important results from the censuses of business and manufactures will be out this fall or early next winter. All but the final printed volumes would be available before mid-1960.

The timetable, outlined in a letter to the Federal Statistics Users Conference, depends on (1) approval of the Census budget currently before Congress and (2) efficient performance of new electronic equipment which has been installed to speed the tabulation and printing program.

■ In its letter to the committee of users conference, the bureau gave deadlines for six major benchmark censuses which are to be made in 1959 and 1960. It visualized an almost continuous flow of fresh economic information from the time the first reports from the census of business appear this September, through the most specialized reports from the census of housing and population in December, 1962.

MUSTARD RECORD—*Four-color ads like this will run during March for R. T. French Co.'s offer of an Ames brothers RCA-Victor record for 50¢ and a label off French's mustard. J. Walter Thompson Co. is the French agency.*

As outlined in the letter, preliminary area reports from the census of business are to appear between September and December, about five months ahead of the publication timetable achieved for the 1954 census. Area bulletins, due between February and June, 1960, also would be five months ahead of those covered in the preceding census. Subject bulletins are currently tabbed for August-November, 1960, and central business district bulletins for July-December, 1960—eleven and six months faster than last time, respectively.

■ Four preliminary industry and area reports summarizing results of the 1958 census of manufactures are slated for November, and 300 advance industry reports for December, 1959-April, 1960—an improvement of 10 months over the 1954 census. Final industry bulletins and final area bulletins are to be out of the way by August, 1960, improving the 1954 publication schedule by nine months.

Preliminary industry and area results of the census of mineral industries—an innovation this time—are earmarked for December, 1959. Advance industry bulletins are planned in the November, '59-February, '60 period, a full year ahead of last time, while industry bulletins and area bulletins, scheduled for May-August, 1960, are to be 19 months ahead of the results achieved in the 1954 census.

Beginning in March, 1960, and running through the remainder of the year, the Census Bureau plans 3,100 4-page preliminary releases reporting results of the census of agriculture, which is to be taken this fall.

Important results of the population census, to be taken in April, 1960, will be released between November, 1960 and May, 1961, beating the 1950 census by 14 months. Throughout 1961, the bureau also will be releasing information on demographic characteristics, social and economic characteristics, general characteristics of housing, non-farm housing characteristics, farm housing characteristics, residential financing, and, in the second half of the year, census tracts and block statistics on housing and population.

Some special population reports are scheduled through December, 1962, but even these represent an 18-month improvement over last time. #

Stanley Names Haskins VP

Charles L. Haskins, Cleveland manager of Stanley Publishing Co., Chicago, has been appointed vp of Stanley and its affiliated corporations, Transportation Supply Publishing Corp. and Jobber Product Publishing Corp.

Now get this!

clear, concise
authoritative facts
about the ROANOKE MARKET*

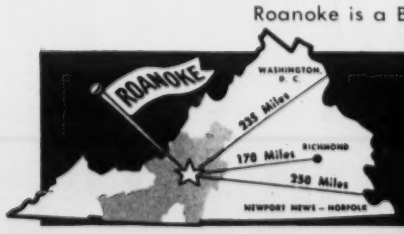
National advertisers often rank newspaper markets by Metropolitan Area population size. As with all general rules, there are exceptions, inconsistencies, and, in some instances absurdities, when this index is used as an over-all measurement of all newspaper markets in the United States. Roanoke is an important case in point. Every media buyer should have ALL the facts about the BIG exception to the rule in the Roanoke market.

This free brochure gives them to you clearly, concisely, authoritatively. It will be sent you immediately upon request.

A NATURAL TEST MARKET
Roanoke is isolated, self-contained—has diversified industry, representative population, adequate size and distributive outlets—good newspaper coverage.

* ROANOKE . . . *site of the World Premiere of the Westinghouse Total Electric Home.*

Roanoke is a Burgoyne Test City with spot color



THE ROANOKE TIMES and
THE ROANOKE WORLD-NEWS
National Representatives SAWYER · FERGUSON · WALKER CO.

The Daily Newspaper is the Total Selling Medium

Quick Facts About
ROANOKE
NEWSPAPERS'
16-County
Primary Market

ROANOKE NEWSPAPERS' COVERAGE
Metropolitan area 100%
61 Principal cities and towns 95%
16-County primary market 61%

NEARLY HALF-BILLION-DOLLAR-MARKET
with 552,000 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS:
76th in Nation, with 138,500.

NET BUYING INCOME:
80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS:
74th in Nation, with 158,514.

RETAIL SALES:
82nd in Nation, with $474,497,000.

FOOD STORE SALES:
85th in Nation, with $109,654,000.

EATING & DRINKING SALES:
79th in Nation, with $23,664,000.

GEN. MDSE. SALES:
79th in Nation, with $60,981,000.

APPAREL STORE SALES:
92nd in Nation, $25,260,000.

FURN. HSLD. & APPL. SALES:
86th in Nation, with $24,884,000.

AUTOMOTIVE SALES:
80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES:
78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES:
106th in Nation, with $28,026,000.

DRUG STORE SALES:
81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES:
74th in Nation, with $40,556,000.

*1958 Survey of Buying Power

Turk Murphy's band, as seen in a recent issue of Holiday.

HOLD THAT TIGER WITH MR. EDDIE CONDON

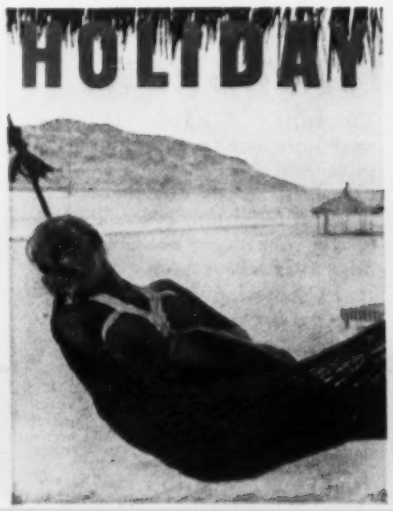
...and you're off on a delightful romp as Maestro Condon becomes Author Condon to assess the San Francisco jazz revival for Holiday. Atmosphere? Two-beat rhythm practically throbs in Bob Willoughby's color photographs.

Dixieland at the Tin Angel or Die Meistersinger at the Vienna Opera, Holiday roams the arts with intelligence, maturity and *joie de vivre*. This is Holiday: beautiful and exciting, words and pictures in close harmony.

This refreshing approach has a catalytic effect on Holiday readers. It sets a going, doing, buying Holiday mood for some 875,000 families—families with incomes nearly triple the national average.

To more and more advertisers this is a selling opportunity without parallel.

***There's a rewarding new world for you in* HOLIDAY**



Smaller Dailies Show Local, Classified Gain, National Loss: Inland

CHICAGO, March 18—Smaller newspapers in the Midwest (in the 10,000 and 25,000 circulation ranges) have fared well against larger dailies in local display and classified advertising in recent years, but have lost ground in national advertising linage, according to the Inland Daily Press Assn.

Comparing 1958 with 1950, Inland reports that newspapers in the 10,000 circulation category increased local display linage 10.1%; the increase was 15.2% for papers in the 25,000 circulation category. During the same period, newspapers in 52 cities measured by Media Records reported an 8.4% gain in local display linage.

Classified linage was up 25.1% for the 10,000 group over the eight-year period, 23.1% for the 25,000 group and 23.1% for the large city dailies.

In national linage totals, the newspapers in the 52 Media Records' cities dropped 1.5% for the period, but the 10,000 circulation group dropped 42.2% and the 25,000 circulation group was off 27.8%.

■ The Inland study included 33 newspapers with circulations of 8,000 to 12,000, and 20 newspapers with circulations of 18,000 to 27,000.

Hollis J. Nordyke, business manager of the *Tribune*, Ames, Ia., and chairman of the Inland advertising committee, said three factors were significant in the loss which members suffered in national linage totals, compared with the city dailies:

1. Supplement linage, which was included in the Media Records figures, has been increasing during the years studied.

2. Inland papers are accepting some advertising in the automotive classification at the local rate which previously was billed and reported at the national rate.

3. "The most important factor, however," Mr. Nordyke said, "was the decision made by the automobile manufacturers a couple of years ago to buy media at the factory in an attempt to avoid overlap. This necessarily favored the larger paper by giving it credit for coverage of smaller markets which previously got their own advertising."

HELP WANTED VOLUME REPORTED INCREASING

PHILADELPHIA, March 17—Gains in help wanted advertising volume were registered in 96 leading major labor market newspapers during February, "in the face of mounting unemployment throughout much of the nation," according to B. K. Davis & Bro. Advertising Service, Philadelphia.

Total count was 28% above the February, '58 figure, the sharpest increase in two years, Davis said. Heavy gains were noted in Los Angeles, San Francisco, Atlanta, St. Louis, Kansas City, Chicago, Baltimore and Washington.

Nine newspapers reported losses in total want ad linage last month. They were in St. Petersburg, New Orleans, Tulsa, Knoxville, Beaumont, Grand Rapids, Duluth, Superior and Schenectady.

Among 16 key labor markets, gains were recorded in newspapers in Detroit for the first time in 24 months and in Pittsburgh for the first time in 18 months. #

POPAI Will Open 13th Meet in Chicago March 24

The Point-of-Purchase Advertising Institute's 13th annual exhibit will be held March 24-26 in the Palmer House, Chicago. It will feature six merchandising clinics and cover three exhibit areas. A total of 77 members of POPAI will display the latest point of purchase wares in 134 booths. The institute also announced that point of purchase producers who are not POPAI members would not be admitted.

Garfield Hoffman Conner

PEN PALS—*Principals of two San Francisco agencies—Garfield Advertising and Hoffman Advertising—sign merger papers forming Garfield, Hoffman & Conner, 301 Broadway St. Sidney Garfield is chairman of the board, Robert P. Hoffman is president and Alan Conner, former exec vp at Garfield, keeps the same title in the new agency (AA, March 16).*

Let it snow-Let it snow

LET IT SNOW!

Thousands of requests for media-prepared market data pieces will shortly blow in on us—which means that thousands of important eyes will take in your media or service ad in this famous issue—coming up

12th ANNUAL MARKET DATA ISSUE of Advertising Age

APRIL 20

AD CLOSING—APRIL 8

83-city newsstand survey* proves:

America buys Guns

Throughout the 49 States, gun enthusiasts buy Guns & Ammo by more than a 2-to-1 margin over its nearest newsstand competitor. ■ Guns & Ammo's commanding lead in the gun magazine field gives your advertising a profitable corner on one of the nation's richest, all-male markets. The occupational majority is professional–doctors, dentists, attor-

These leading advertisers know Guns & Ammo gets results!

"Effectiveness of Lyman Advertising this year proves that Guns & Ammo has won consumer acceptance."
Charles E. Lyman, 3rd—President, Lyman Gun Site Corp.

"Response from our page ad in Guns & Ammo remarkable."
R. E. Weatherby—Weatherby's, Inc.

"Exceptionally good response...cost per inquiry in G & A lowest for these ads among all publications used..."
Sheila MacDonald, Adv. Mgr.—The Polychoke Co.

"Guns & Ammo just what the shooter needs."
Knauer Colt—Colt's Patent Fire Arms Mfg. Co., Inc.

GUNS & AMMO

PUBLISHED BI-MONTHLY by Petersen Publishing Company

NEW YORK: 17 East 48th Street; CHICAGO: 360 North Michigan Ave.; LOS ANGELES: 5959 Hollywood Blvd.; DETROIT: 738 Book Building; CLEVELAND: 834 Schofield Building

Network TV Gross Time Billings by Day Parts

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	Dec. '57	Dec. '58	% Change	Jan.-Dec. '57	Jan.-Dec. '58	% Change
Daytime	$16,246,359	$19,275,466	+18.6	$156,971,125	$172,490,627	+9.9
Mon.-Fri. ..	13,390,840	16,070,574	+20.0	132,964,283	146,139,922	+9.9
Sat. & Sun.	2,855,519	3,204,892	+12.2	24,006,842	26,350,635	+9.8
Nighttime ...	33,495,377	34,663,355	+ 3.5	359,230,441	394,099,774	+9.7
Total	$49,741,736	$53,938,821	+ 8.4	$516,201,566	$566,590,401	+9.8

New PR Directory Bows; Lists 3,000 in Field

PR Publishing Co., Meriden, N.H., has brought out "Who's Who in Public Relations." It will list more than 3,000 people connected with the public relations field plus statistics based on biographies and other pertinent information. The standard cloth cover edition is $25.

The statistics on those listed in the directory show 36% started in journalism, 10% in advertising, radio and tv. The average person listed is 43 and a college graduate (82%), 16% hold Ph.D or masters degrees. Columbia graduated the most; Northwestern the second greatest number and Harvard the third; 9% of those listed are women.

Brunswick-Balke-Collender Bringing Bowling to Britain

Brunswick-Balke-Collender Co., Chicago bowling equipment manufacturer, has bought a manufacturing plant in Cabra, Ireland, which will manufacture Brunswick bowling equipment under the Brunsgregor Co. name. Distribution and bowling center operations will be handled by J. Arthur Rank Organization under an agreement with Stuart and Herbert Scheftel of New York City.

Two Rank-owned movie theaters near London will be converted into the first two centers. Other theater conversions will follow. The Ireland plant will be geared to supply all of Europe eventually.

WBKB Buys Cuban Baseball

WBKB, Chicago, will televise a series of 26 Cuban winter baseball games on Saturday nights beginning this fall following the 1959 World Series in the U. S. The 1½-hour games, to be shown at 10 p.m., with participating sponsorship, will feature teams from Havana, Almendares, Cienfuegos and Marianao, each of which has five U. S. major leaguers. Max Cooper & Associates, Chicago pr company, will put the games on tv tape and sell them to the station.

ELSIE OUTDOOR—*A "life-size" model of Borden Co.'s Elsie the Cow was used to help launch the company's first national outdoor campaign covering 200 markets. Young & Rubicam is the agency.*

FC&B Has 1st National Bank

In a story on Chicago banks promoting their services to women (AA, March 16), Advertising Age erroneously stated that Manchester & Kreer was the agency for the First National Bank of Chicago. Foote, Cone & Belding, Chicago, has the account; Manchester & Kreer handles advertising for the First Federal Savings & Loan Assn. of Chicago.

'S. F. Examiner' Promotes Two

Richard L. Allphin has been named assistant to the advertising director of the *San Francisco Examiner*. His former position as retail advertising manager will be taken by Lynn Fenstermacher, who was department supervisor in the national grocery and household appliances office of Hearst Advertising Service.

La Carimali Goes National

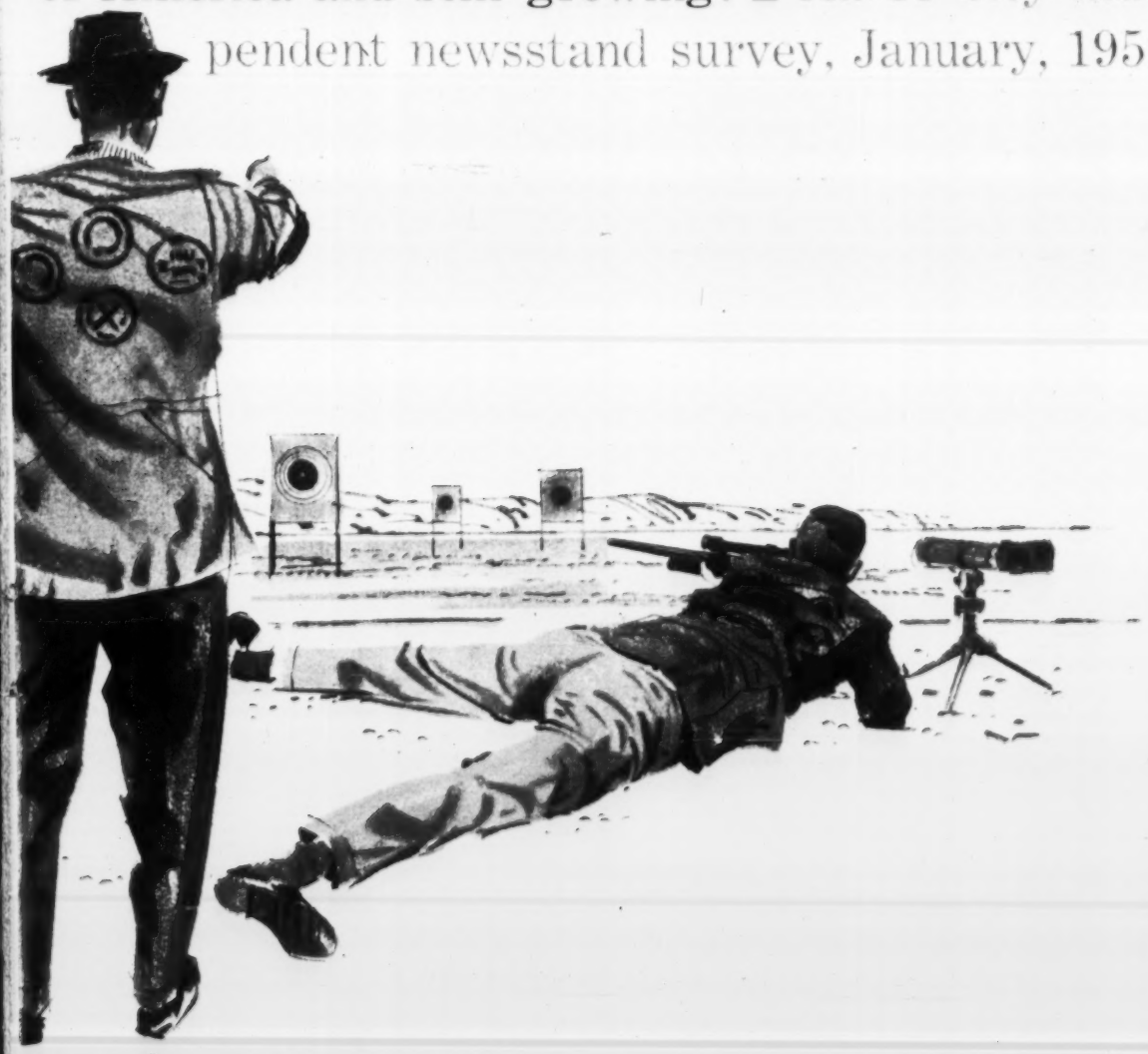
A national consumer and business paper campaign is planned for the La Carimali line of Italian espresso coffee machines. Made in Milan, La Carimali is represented in the U.S. by Tri-Continent Associates Inc., New York. Ralph D. Gardner Advertising, New York, handles the account.

Gulden Names Kesslinger

Charles Gulden Inc., Rochelle Park, N.J., manufacturer of Gulden's mustard, has appointed J. M. Kesslinger & Associates, Newark, to handle its advertising and sales promotion. The account was formerly handled by Charles W. Hoyt Co., New York.

& Ammo 2 to 1!

neys. By gun categories, it includes the collector, hunter, target shooter, ballistics expert and the "Western Gun" fan. ■ Aim for sales to males with money to spend. Fire your best shots in Guns & Ammo – the No. 1 gun magazine on the newsstands of America and still growing! ■ *An 83-city independent newsstand survey, January, 1959.



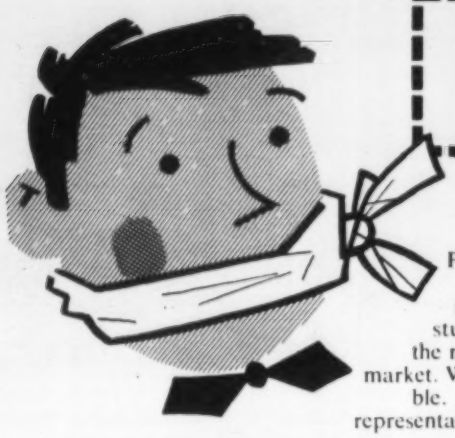
just like John Hancock and his signature

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON



if we're not running your copy, perhaps we've been remiss . . .

in Explaining The Value of Southern California's Third Largest Market; California's 4th, the Pacific Coast's 6th and the Nation's 27th metropolitan area. We've recently published a new market study on San Bernardino county, the major portion of this profitable market. We believe you'll find it valuable. Let a Cresmer & Woodward representative deliver it or write to —

SAN BERNARDINO SUN AND TELEGRAM

SAN BERNARDINO, CALIFORNIA

Fresh Paint Is Charles of Ritz Nail Polish Entry

Product Is Packaged in Three Units to Cut Drying Deterioration

NEW YORK, March 17—Charles of the Ritz, which heretofore has concentrated on cosmetics for the face and hair, is bringing out its first nail polish in April.

The new polish is called Fresh Paint, so named because the company believes it solves the problem of how to keep nail polish "fresh from first to last drop."

The primary cause of inferior manicures, the company has decided, is that once a bottle is opened, the polish quickly thickens, resulting in such heavy coverage that it chips, peels and bubbles. The company's research shows that because of this, women rarely use more than from one-third to one-half of a regular bottle.

FRESH—*Charles of the Ritz will run this color page in May issues of nine magazines to introduce its first nail polish. Rockmore Co. is the agency.*

To cope with this, Fresh Paint is bottled, not in a single large bottle, but in three miniature ones, each bottle so small that it is used up before the polish deteriorates.

Another innovation: The package also includes a special long-handled manicure brush, plus equipment to keep it clean—a bottle of brush cleaner and a cotton-picker to aid in wiping the brush dry. Also included is an emery board. The whole works is packaged in a manicure kit that pulls out like a drawer. It sells for $2.

■ Unlike most companies, Charles of the Ritz is not selling a separate base and top coat, but claims that the "fortified formula of its polish is so durable and lustrous" that no base or top coat is needed.

Trade advertising of the new product starts with a color spread in the April issue of *Beauty Fashion* and a two-color page in the May 1 issue of *Women's Wear Daily*.

Consumer advertising will consist of color pages in the May issues of *Charm, Glamour, Harper's Bazaar, New York Times Magazine, Mademoiselle, The New Yorker, Town & Country* and *Vogue*. A junior page will run in *Ladies' Home Journal*, a new medium for the company.

■ The ad shows a life-size photo of a manicured hand held up against a blue sky. Dangling from the thumb is a small green-and-white sign, "Fresh Paint," resembling the signs used by house painters. This sign has been adopted as the campaign symbol and appears on all promotional material.

A full-scale merchandise program is also planned—the first time the company has fully merchandised a new product. Available to stores are postcards, statement inserts, counter cards, streamers, an eyebeam window display and giant streamer, plus display suggestions.

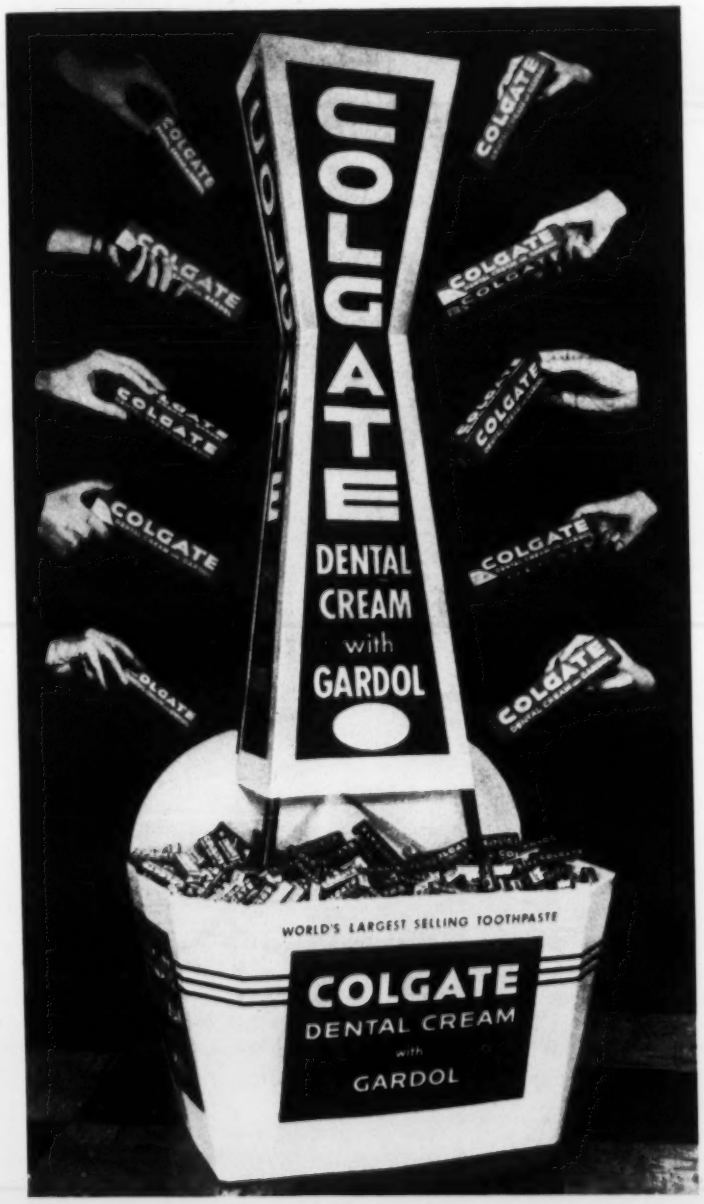
■ The introduction of a nail polish is part of a transition in which the company is putting more emphasis on promotion of color. Traditionally, the company has been known as a "treatment" house, specializing in skin care rather than a "color" house emphasizing color promotions.

The first major step toward this new color approach was the company's decision to promote two cosmetic "looks" each year—in March, for spring and summer wear, and again in September, for fall and winter. The first such ad is running this month in fashion magazines, promoting the Tiger

GIBRALTAR SUCCESS STORY: COLGATE DENTAL CREAM with GARDOL

HOW CREATIVE DISPLAYS can put 100,000,000 hands to work for you

It's no sleight of hand to translate latent consumer interest in your product into actual purchases. Takes the right touch at the point of sale, like a truly creative display that directs traffic your way. That's what Colgate uses in retail outlets to impel the consumer to dip in and buy its world famous Colgate Dental Cream. Let our creative team show you how to win the daily competition for the shopper's choice — hands down. SEE . . .



GIBRALTAR

DISPLAY DIVISION • GIBRALTAR CORRUGATED PAPER CO., INC. • JERSEY CITY 2, N. J.

Telephones: Jersey City—HEnderson 2-6000 • New York City—DIgby 4-0580 • Chicago—MIchigan 2-1602

Visit Us at the Popai Show, March 24-25-26 • Booths No. 47, 48, 49, Palmer House, Chicago

Lily look, an oriental appearance.

As a company, Charles of the Ritz is a serene dignified island in the midst of a highly competitive industry noted for its domineering personalities and feverish work pace. By contrast, Ritz has gained the reputation of being a paternal organization where employe turnover, all-night work sessions and internal politicking are nonexistent.

■ Even in its advertising philosophy, Charles of the Ritz pursues a calm and stately course. In fact its advertising "is as close to being institutional as is possible with a product," according to Charles Lewin, account supervisor at Rockmore Co., which has handled the account for the past four years.

The advertising aim is "to create customers rather than to make sales," Mr. Lewin told ADVERTISING AGE. "We attempt to create an image of elegance and beauty, an aura of the unusual in our ads, so that when a customer sees the Charles of the Ritz bar in a store she will be favorably inclined to the name. We try as hard as we can to create the finest ads we know how without reference to whether it will sell a specific product, but with reference to whether it will enhance the prestige and stature of Ritz—and will influence a woman to buy our products eventually."

■ Another hallmark of the Charles of the Ritz ads is its blurred and mottled photography of women. The aim of such hazy photographs is to achieve an image of "all women," rather than a sharp picture of just one. Such ads also let women use their own imagination and intuition, "make them take part in the event," according to Natalie Bruere, ad director.

As Miss Bruere sees it, Charles of the Ritz ads present an image of class and taste—a "chinchilla and Rolls-Royce image, rather than mink and Cadillac."

Most of the ads are built around the Ritz hand-blended face powder, since the company is one of the few offering such a powder, and the only one to advertise it nationally. The strategy is to entice the customer to the Charles of the Ritz bar to have her face powder blended for her on the spot. The saleswoman (an especially trained "beauty consultant") takes it from there and sells the rest of the line.

■ These consultants are a key factor in the company's success, and are trained by the company both at the department store and in the company's New York offices. They are continually being trained and re-trained by traveling schools and special representatives. The company also publishes a monthly newsletter, "The Chronicle," to keep the consultants posted on what's new. A monthly campaign in *Beauty Fashion* features one product per ad and is designed to give the consultant new selling slants.

The company is a heavy user of co-op advertising; in fact, its co-op budget matches its national one. These ads sell one product per ad, using humorous "symbolistic" sketches and a great deal of white space. The co-op ads are handled by the company's ad department.

The trade campaign in *Women's Wear Daily* has one main theme, the fact that Ritz is a wholly franchised line—and why this is important to the department store.

■ The company started in 1916 when a European, Charles Jundt, came to America and started a small and elegant hair salon in the now-defunct Ritz-Carlton Hotel. He is credited with being the first to introduce permanent waving in this country—at the cost of $20 per curl and $200 per complete permanent wave.

From this first establishment he expanded by establishing Charles of the Ritz salons in leading hotels throughout the country. He also began to make and sell facial preparations in these salons. By 1928, these cosmetics had become so popular they were made available to a small group of stores. This expansion occasioned the first national advertising for the cosmetics—and in the inaugural year, the ad budget far outweighed the total volume of sales. After initial distribution, however, national advertising was discontinued until 1936.

■ Since then the company has grown steadily, until now it ranks among the eight top cosmetics houses in sales. It also has extensive foreign distribution and is the largest cosmetics house in South Africa and in Argentina. #

Trailer Assn. to Weverka

The Trailer Coach Assn., Los Angeles, has named Robert Weverka & Associates, Beverly Hills, to handle advertising in the 11 western states in which it operates. A cooperative campaign with the Mobile Home Manufacturers Assn., with a budget of $475,000, will include nine color pages in *Life* and five color pages in *McCall's*. This campaign will be placed through J. Walter Thompson Co. The association said it would also use newspapers, radio, outdoor and magazines with a wide western circulation.

Walter E. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

PHOTO REVIEW

Sheehan Fisher Scheidker Watts

WHEN TWAIN MEET—*The Cleveland tf Club invited agency men to break bread with them for the first time when Richard L. Scheidker, senior vp, Four A's, spoke on "Media Relations." Post-morteming with him are W. G. Sheehan, W. R. C. Smith Publishing Co.; Alvin B. Fisher, vp, Lang, Fisher & Stashower; and Robert W. Watts, Iron Age representative and president of the group.*

Shaw Konz Petrie Carlson
Mueller Leberman Masuhr

SALES DEMONS—*Walter R. Petrie, General Electric, as awards chairman, presents Milwaukee's 1959 NIAA sales recognition awards to Edward Mueller Jr. (accepting for his father, Edward Sr., Mueller Engraving Co.); R. H. Leberman, Fakler Printing Co.; H. J. Masuhr, Construction Methods & Equipment; S. J. Shaw, Purchasing Week; George Konz, Rock Products; Earl Carlson (accepting for Charles Stein, Dosie & Johnson Co.). Awards were in two groups: Graphic arts and publishers representatives.*

Esau McClave Arnold Eshleman Keen Sporer

JUDGES AND ENTRY THEY CHOSE—*Philadelphia advertising agency executives and the winning car card of Michigan Consolidated Gas Co. (Cramer-Krasselt Co., agency) chosen from among 90 entries submitted by utility companies in the National Assn. of Transportation Advertising's monthly contest. Shown are John W. Esau, vp, N. W. Ayer & Son; John A. E. McClave, board chairman, Lewis & Gilman; David B. Arnold, Gray & Rogers; B. Franklin Eshleman II, Doremus-Eshleman Co.; Kenneth G. Keen Jr., vp, Arndt, Preston, Chapin, Lamb & Keen; and William Sporer, Al Paul Lefton Co.*

SIZZLE—*Kroger Co. recently launched the first of a series of embellished bulletins featuring a cut-out of a Tenderay sirloin steak in Cincinnati. Under the rotary plan, the bulletins will also feature a cut of rib roast or a porterhouse steak. Each will rotate to a new site every 60 days. Campbell-Mithun is the agency. Local tv and radio stations were used to inform Cincinnatians of the sign.*

Lazar Hartigan Wilson Black

Sarnoff Sarnoff

Fellows Vance Milam Utley Gohring

CONVENTION DOINGS—*Promotion might have been the topic for this NAB group, which includes Bob Lazar and John Hartigan of Forjoe & Co., Chuck Wilson of WGN Inc. (and president of Broadcasters Promotion Assn.) and Norman D. Black Jr., WDAY, Fargo, N. D. RCA Chairman David Sarnoff, first NAB keynote winner, was on hand to watch his son, NBC Chairman Robert W. Sarnoff, receive this year's award from NAB President Harold E. Fellows. In the third group are Fred L. Vance, KVOA-TV, Tucson; Dave Milam, Edward Petry & Co.; George K. Utley, WFAA, Dallas, and Russell Gohring, WNEM-TV, Saginaw, Mich.*

Hooper Phillips Kearney

Michael Brakefield Hudgens

Wooten Elliott McIlvain Frey Jameson

HOSPITALITY TIME—*Bill Hooper, CBS Films, and Elaine Phillips, WDSU-TV, New Orleans, chat with Don L. Kearney, Corinthian Broadcasting Corp., New York. Grouped here are Jack Michael, Charles B. Brakefield and Hollis R. Wooten, WREC, Memphis, and Joe Hudgens and Paul Elliott, KRNT-TV, Des Moines. George Frey of Sullivan, Stauffer, Colwell & Bayles, New York, huddles with Bill McIlvain of Leo Burnett Co., Chicago, and Ed Jameson, NBC-TV Spot Sales.*

THE EXECUTIVES IN COMMAND

the institutions buying team

*buy or specify all products for the entire Institution**

(And they turn to INSTITUTIONS MAGAZINE to find every product need!)

**In all Institutions, including Hotels, Restaurants, Schools and Colleges, etc.*

EXECUTIVES IN COMMAND . . .
like this Institutions executive team in command of ALL purchasing for the Edgewater Beach Hotel, a unit of the Hotel Corporation of America, Boston, Massachusetts.

FABIAN BACHRACH

James S. Craig
Vice President
Director of Purchasing
Hotel Corporation of America

Edward L. Buckley
Vice President
General Manager
Edgewater Beach Hotel
Chicago

George E. Ainsworth
Assistant Director of Purchasing
Hotel Corporation of America

C. C. Elliott
Building Superintendent
Edgewater Beach Hotel
Chicago

Philip B. Harmon
Purchasing Agent
Food and Beverages
Hotel Corporation of America

Andreas Schurer
Manager
Catering Department
Edgewater Beach Hotel
Chicago

. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

From a sales viewpoint, knowing WHO to sell is decidedly the basic, vital first step to any intelligent sales planning. It's strategy that calls for quick identification of the Institutions' buying team: the group that executes all the important buying decisions. But let's take a close look at a rather typical Institution buying team operation: at the Hotel Corporation of America, operators of an expanding group of motor hotels in addition to seven prominent hotels,* including Chicago's Edgewater Beach Hotel. To tie-into the broad scope of this HCA team purchasing operation, we must first bring one of their individual units into the picture . . . in this case, the Edgewater Beach Hotel in Chicago.

There an annual budget is prepared by C. C. Elliott with the cooperation of Mr. Schurer and other department heads. Upon approval by Mr. Buckley and his executive staff, this budget is submitted to HCA management in Boston. After final review by the home office, this budget becomes a working program, including planned expenditures for additional food service equipment, new furnishings and fixtures, needed remodelling, redecorating and building renovation projects, and all maintenance and office supplies.

In its overall purchasing setup, HCA's home office in Boston functions as the organization's Central Purchasing Office, with Messrs. Craig, Ainsworth and Harmon coordinating purchases for individual units through master contracts with established sources of supply issued through Brewster Wholesale, an HCA subsidiary.

Using HCA's Purchasing & Procedure Manual, general contract purchase items can be specified in Chicago . . . approved by the Boston team . . . then bought through this standardized HCA agreement. Small items are usually purchased through local sources of supply after total team approval.

This, in brief, is the pattern of HCA's buying team function. It provides better internal control, full use of the total management team, and more scientific purchasing. Team effort, too, has helped HCA formulate a guide to better purchasing techniques. It's this: trial *before* buying, not tryout *after* the fact, provides them with a firmer base for sound purchasing. If you have a product that fits the Institutions market (and almost all products do) . . . your first step should be the investigation of the ONE publication—INSTITUTIONS Magazine—that fills the *total* needs of any Institutions buying team. Here is ONE publication that is fully geared to fulfill the needs of these EXECUTIVES IN COMMAND in all Institutions, everywhere. To them, INSTITUTIONS Magazine means an answer to their everyday purchasing problems. To you as an advertiser, INSTITUTIONS Magazine means a direct way to reach this concentration of Institutions' buying power: among their executive buying teams, THE EXECUTIVES IN COMMAND!

**Also Hotel Roosevelt, N.Y.C.; Hotel Kenmore and Somerset Hotel, Boston; The Mayflower, Washington, D. C.; Hotel Cleveland, Cleveland.*

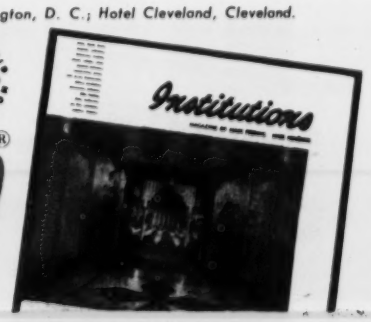
CONSULT YOUR ADVERTISING AGENCY

ABC AUDITED PAID CIRCULATION

Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING

1801 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS



'Metal Finishing' Elects Mrs. Wiarda President

Metals & Plastics Publications, Westwood, N. J., publisher of *Metal Finishing*, has elected Mrs. Joan Trumbour Wiarda president, succeeding Mrs. Louise H. Langdon, who resigned because of ill health. Mrs. Wiarda joined the company in 1923. Her father, the late Thomas A. Trumbour, was general manager for many years.

Cole Appoints Mrs. Kelley

Cole of California, Los Angeles, has named Mrs. Barbara Kelley, currently in charge of sales promotion training, to the additional post of advertising manager, a post vacant since January, when Lynn Medberry resigned. Cole also has named Maxine Upham, formerly with Stebbins-Cochrane Advertising, Los Angeles, publicity manager.

Ryan Agency Changes Name

Edwin H. Ryan Advertising Agency, St. Paul, has been reorganized as Ryan-Coleman Inc., with offices at 1190 West First National Bank Bldg. Nicholas D. Coleman has joined the agency as partner and vp in charge of client contact and management. He formerly was an account executive with Campbell-Mithun.

Herbst Appoints McConnell

Thomas L. McConnell has been named advertising and sales promotion manager of the Herbst Shoe Mfg. Co., Milwaukee, a new position. He formerly was on the marketing and public relations staff of Adolph's Ltd., Los Angeles food manufacturer.

Larry Loughlin Named VP

Advertisers Exchange Inc., New York, has appointed Laurence Loughlin a vp. He has been director of the creative department for the producer of advertising services.

BIG SCREEN—*Projection Advertising Ltd., Halifax, Nova Scotia, has designed a unit which projects colored slides on a 24-foot-square outdoor screen. The company has erected two units in Halifax.*

Tyler Named B&B Exec VP

William D. Tyler, who joined Benton & Bowles last summer as vp in charge of creative services, has been elected an exec vp of the agency. Before joining B&B, he was plans board chairman of Leo Burnett Co. B&B also has named Edfor Hatcher, formerly with G. M. Basford Co., an account executive.

Dage Appoints Schonmeyer

Dale A. Schonmeyer has been appointed manager of advertising and sales promotion for the Dage television division of Thompson Ramo Wooldridge, Michigan City, Ind., manufacturer of closed-circuit tv equipment. He formerly was senior sales representative in industrial sales for the company.

Dan River Elects Gallagher

Charles E. Gallagher, merchandising manager of Dan River International Corp., has been elected vp in charge of merchandising and selling.

Color Slide Projector Offered Outdoor Advertisers

HALIFAX, N. S., March 17—A new twist for the outdoor medium —changing color slides projected on a 24' square screen—is being offered here by Projection Advertising Ltd., 38 Argyle St.

The company tested its operation in a downtown location for 18 months and now will offer it for sites in shopping centers or along highways.

The projector handles 52 slides on a continuous belt, each showing for five seconds and appearing about once every four minutes. The projector can be turned on and off automatically and requires no operator.

Local advertising rate is $93 a month for a sunset-to-midnight showing.

■ Alex Vangurp, managing director of Projection Advertising, developed the idea. The first three prototype projectors were built in Germany, but had to be re-engineered and redesigned here. The use of a 2,000-watt mercury arc lamp, instead of carbon arc lamps, makes it possible to eliminate the operator from the projection booth, Mr. Vangurp said.

First operations for the medium will be two locations in Halifax shopping centers. The company said its expansion is limited by the amount of equipment available, but it hopes to have units in operation throughout Canada and in some parts of the U. S. by 1961.

Cost of equipping a site is about $15,000, including screen, booth, projector and air conditioning equipment to lower temperatures from 130°. ≡

wouldn't advertising be wonderful ... if all markets were like LUBBOCK? (TEXAS)

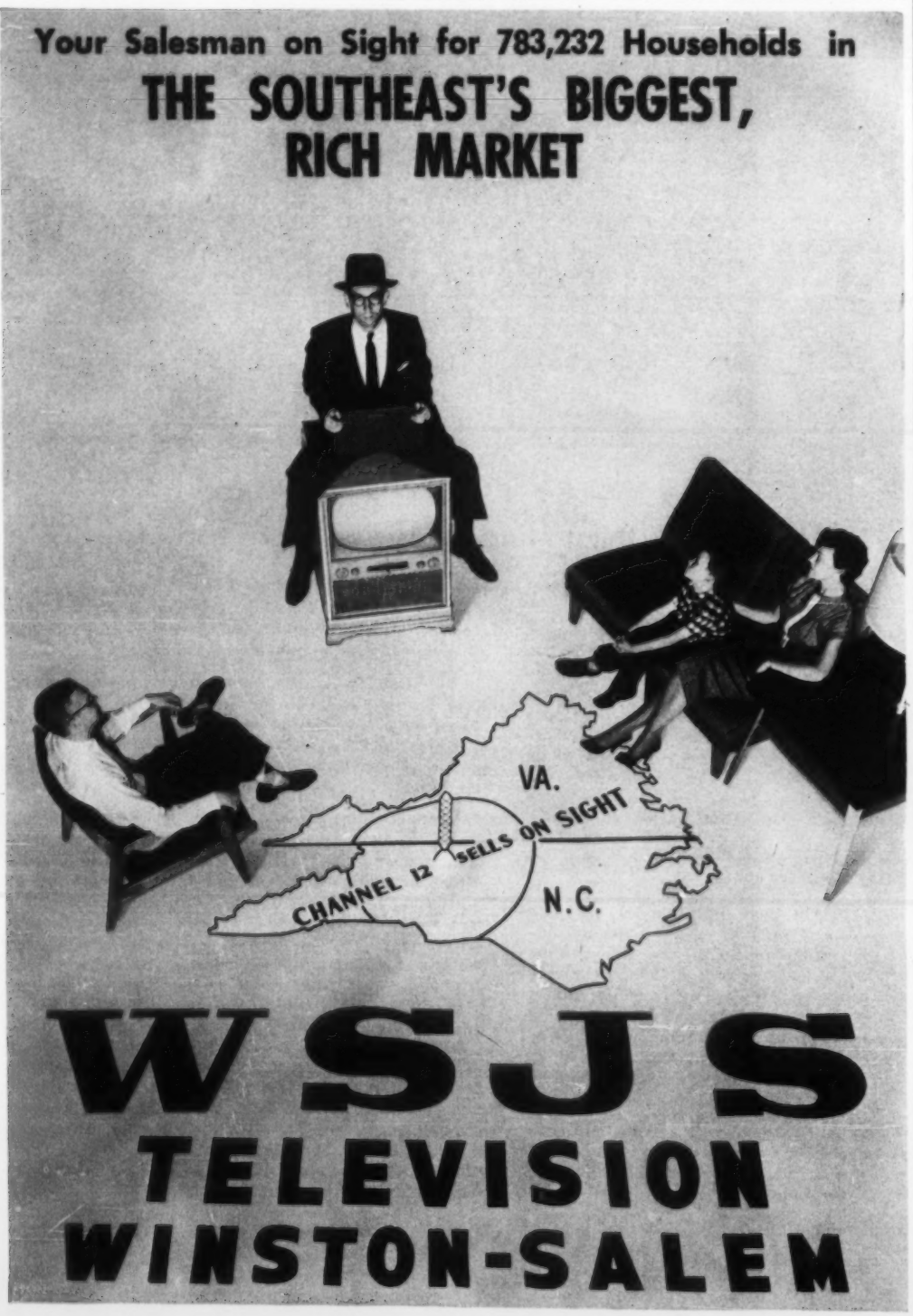
LUBBOCK is rich and ready to spend ... growing and growing ... and easy to reach through advertising in the ... LUBBOCK

Population's up 27.8% ... and buying income's up 29.2% (SM, May 10, 1954–1958)

AVALANCHE-JOURNAL
CIRCULATION OVER 66,000
Representing Daily Newspapers Only

WAYNE HENLY, ADV. Director • LESTER M. HORNER, Gen. Adv. Mgr.
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

Your Salesman on Sight for 783,232 Households in
THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS TELEVISION WINSTON-SALEM

Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market*, the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* *Greensboro* *High Point*

Call Headley-Reed

you get the answer with N.E.D.

Here's why: N.E.D. puts your product advertising "on target" with today's most active industrial markets. Wherever buying activity is on the upswing now among over 43,000 best-rated plants in all major industries, N.E.D. advertisers find out month by month who and where their best sales prospects are. That's because N.E.D. goes directly to the verified men responsible for selecting and buying equipment and supplies for their companies. To get a line of products they want and are ready to buy *now*, these key men scan N.E.D. in preference to hunting through numerous other sources. They act . . . and this N.E.D. reader response is helping advertisers to apply personal selling where it pays off best in orders. Never before have N.E.D. reader interest and action been so great. Now, more than ever, N.E.D. is your best product advertising investment.

NEW EQUIPMENT DIGEST
A PENTON Publication, Penton Bldg., Cleveland 13, Ohio
ABP BPA
NOW OVER 81,000 COPIES (Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS

Spot Radio Can Hit $500,000,000, Radio Men Told

(*Continued from Page* 3)

gated to a supplementary position for those advertisers who either don't have a true national distribution or who just want to firm up sales problems in a few markets," he said.

"We know that radio—spot radio—can be a most powerful selling medium in every market across the country. Ours is the one true basic advertising medium. And our battle is being waged to get the big money to do the big job."

■ Slides and other materials used by the station reps stressed the usefulness of "identification" in selling a station to a national advertiser. A tape used in the presentation involved examples of weather, sports, news, editorials, traffic reports, and similar programming. "Notice the de-emphasis of music," Mr. McCoy said. "We've found that's too emotional a subject."

"Every station manager has access to the same music library, regardless of whether it is Beethoven, Berlin or Boone," he commented. "Just as every newspaper has access to uniform mat services, wire services, feature writers, etc. The important step in local programming is what you do to fulfill your obligation to operate in the public interest."

■ Frank R. Headly, president of H-R Representatives, the third panel member, called for a unified effort to sell the medium itself. "Spot sales can reach $500,000,000," he reiterated, "if we implement creative selling at the national level with a completely united front, market-by-market, at the local level."

Sheer numbers can be an advantage for radio, the station representatives argued. "There are only 1,589 newspapers, 441 tv stations and 284 magazines," the presentation said.

"Let's stop wringing our hands about the fact that there are too many radio stations. Instead let's all get together and sell radio for what it can do to sell merchandise. The advantages are all on our side."

■ Advertising agency and audience research organizations, represented on a research panel yesterday, called on broadcasters to mobilize facts about their audiences.

John K. Churchill, vp in charge of the A. C. Nielsen Co.'s Chicago office, stressed that radio's biggest advantage is "tremendous cumulative reach" among listeners. "One Chicago station has a peak rating of only 5%," he reported, "but actually reaches 42% of all homes during a single week."

Russell Tolg, time buyer for BBDO, Chicago, and Ed Fitzgerald, time buyer for J. Walter Thompson Co., Chicago, both stressed the value of marketing information in helping the advertiser make his decisions. Mr. Tolg said research data on long-term audience trends would be most helpful to advertisers.

Mr. Fitzgerald confirmed that spot buying has become an increasingly important function at agencies. "For example, in 1958," he said, "our agency's Chicago office spot billings were up 25% over 1957, and our 1959 billings are running higher than last year."

Members of Monday's programming panel were Howard G. Barnes, CBS Radio, New York; Robert D. Enoch, exec vp and general manager, WXLW, Indianapolis; Frank Gaither, general manager of WSB, Atlanta; Duncan Mounsey, exec vp and general manager, WPTR, Albany, and Robert E. Thomas, commercial manager, WJAG, Norfolk, Neb. #

'Swing Into Spring' Theme to Be Played Again by Texas Co.

(*Continued from Page* 2)

will go to color spreads in the April issues of *American Legion* and *Sunset*, the April 20 *Life* and the April 28 *Look*.

■ The "Swing into Spring" theme will also be personified by Benny Goodman in a newspaper campaign in 160 markets and on 3,828 outdoor posters in 108 markets, to be posted April 10.

Prize inducements will be offered to dealers who best tie in their stations with the promotion. Point of sale materials will be provided free, and cooperative print and broadcast advertising will be available.

Display material will include window posters advertising the tv show, streamers offering coupons for the record album offer, and a variety of display pieces adaptable to each dealer's own Safe-T check-up offer.

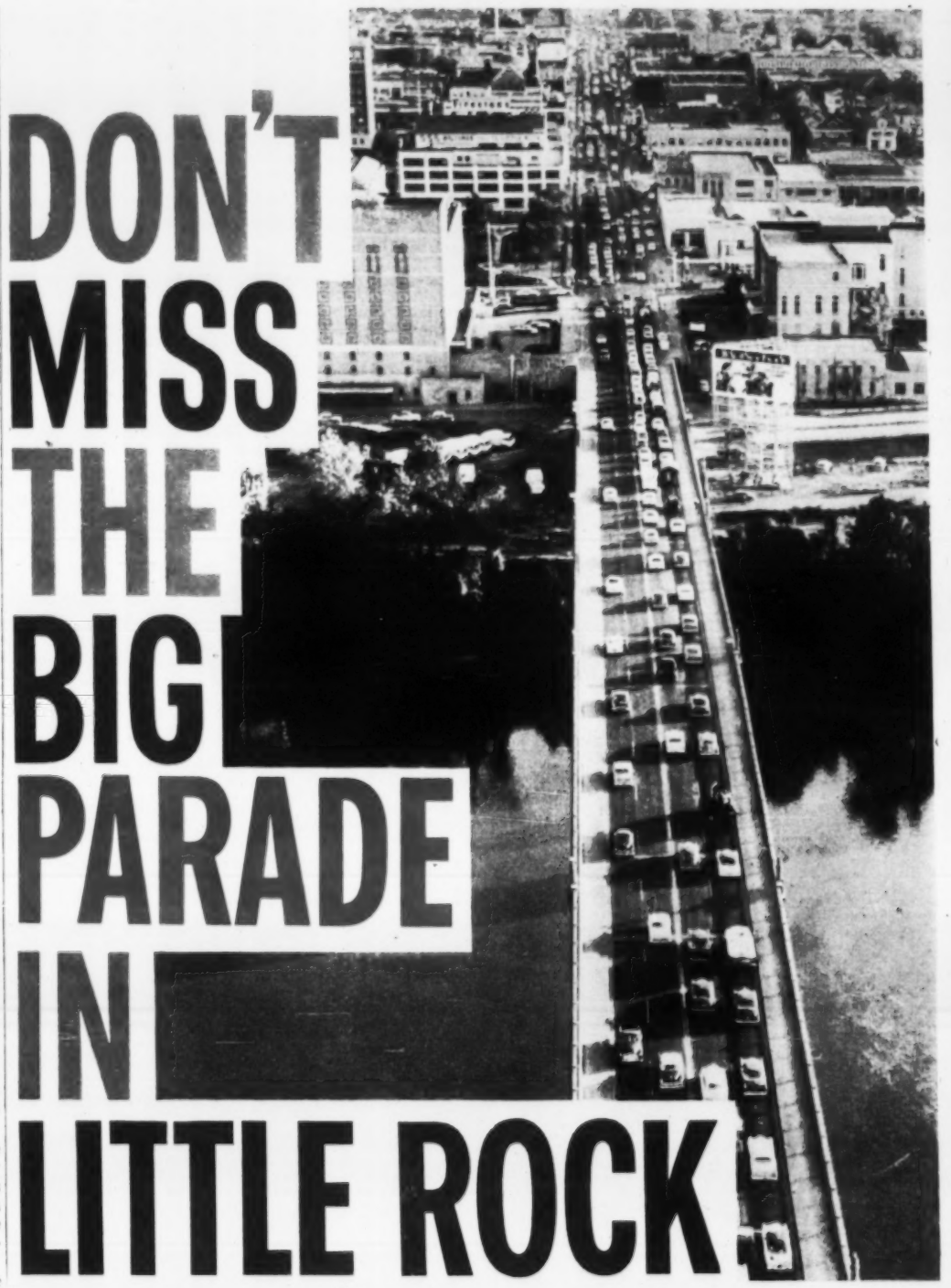
Cunningham & Walsh is the agency. #

Shapiro Heads Texas Group

Mike Shapiro, general manager of WFAA-TV, Dallas, has been elected president of the Assn. of Broadcasting Executives of Texas.

Chicago Bank Names Schram

South Side Bank & Trust Co., Chicago, has named Schram Advertising, Chicago, to handle its advertising and pr.



Little Rock, Arkansas, sees itself as the center of attraction of a "Great Southwest" that is rapidly "bustin' out of its britches". 26 million people live within a 400 mile radius of Little Rock. Inside that big circle there are over $32 billion in buying power and $24 billion in retail sales. Since 1950, retail sales in Metropolitan Little Rock alone have increased more than 35%.

Because Little Rock has a highly diversified economy, the 1958 recession had little effect on manufacturing employment. It was higher, in fact, in every month of 1958 than in any corresponding month in 1957. Presently, employment figures in industry are higher than at any time since World War II.

Leading producers have built 67 new plants in the last 7 years. This has added almost 5,000 new jobs and $19 million in industrial investments. The huge, new Little Rock Air Force Base alone, has drawn 20,000 new residents who spend a $25 million payroll annually.

Two organizations in Little Rock are major sources of financial assistance for business firms seeking industrial sites—The Metropolitan Industrial Development Corporation and the Industrial Development Company of Little Rock. In recent years, they have helped such companies as: AMF Co., Minnesota Mining and Manufacturing Co., Olin Mathieson Corp., and Westinghouse.

If you want your share of the big boom in Little Rock, the Arkansas Gazette and Parade will give it to you. Each Sunday they call on nearly three out of five of Metropolitan Little Rock's families. Each Monday they begin to move the goods from dealers' shelves and showrooms.

How Big is PARADE in Little Rock?

Per cent of families reached

POST . . . 6% LOOK . . . 7% LIFE . . . 9%

PARADE . . . 56%

(METROPOLITAN COUNTY AREA)

Represented Nationally by John Budd Company

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

400 Madison Ave. (Dept. A), N. Y. 17

Promotion Up for Toy Makers After '58 Setbacks

NEW YORK, March 17—A record-setting promotional torrent will probably engulf the toy business in 1959.

The signs were evident at the 56th annual American Toy Fair last week, sponsored by the Toy Manufacturers of the U.S.A. Among them:

• Buyers' opening gambit to exhibitors was, "What items will you be advertising?"

• Wholesalers were telling major manufacturers which local television shows they were lining up for the manufacturer to sponsor at local rates.

• The publicity and toy businesses were engaged in the hottest romance of many a year.

• Possibly most significant, Louis Marx & Co., largest toy maker in the world, has hired a top drawer agency and will launch its first national advertising campaign, a drive which could easily top $1,000,000 this year.

■ For the first time in at least a decade, the toy business was looking back on a year in which it did not surpass the previous year's records. Estimates for 1958 placed retail sales at approximately $1.4 billion, a slight fall-off from the alltime high reached in 1957. Toy sales doubled between 1947 and 1957, a pace which outstripped the rate of growth in disposable income by almost 50%.

■ While there are close to 1,500 manufacturers in the toy business, the Toy Manufacturers of the U.S.A. said its 450 members alone accounted for 75% to 80% of the total output. This is the primary group being courted by advertising and publicity men. The recent Louis Marx announcement that it had named Ted Bates & Co. to conduct national advertising (AA, March 2) has reverberated through the industry much the way that a Hershey Chocolate announcement about going into advertising would react on the candy business.

■ The worldwide Louis Marx operation is pretty tight-lipped. It has never disclosed its volume, variously estimated between $40,000,000 and $75,000,000, beyond the concession that it is the world's biggest toymaker. With a toy variety and sales volume unequalled in the field, Marx has never advertised beyond some infrequent and fairly minuscule efforts.

There have been conflicting reports about the toymaker's 1958 volume. Some think it was the best year in Marx history; others suspect cash registers jingled in an unfamiliar low key. In any case, Marx is believed to have approached Bates about advertising, rather than vice versa.

■ It's too early to say how much and where Marx will spend its ad money, but the Bates agency said there will be heavy emphasis on television and that "Marx advertising coverage will be the most extensive this industry has seen to date."

In the past Marx has made a specialty of copying other manufacturers' hot items and selling them below the original maker's prices. As the new promotional pace-setter in the business, Marx was believed ready to curtail this selling technique.

Probably the largest advertiser in the business today is Ideal Toy Corp., with a budget in the neighborhood of $750,000 and a sales volume of about $25,000,000. Other industry and advertising leaders include Lionel, A. C. Gilbert, Mattel, Revell, Parker Bros. and Transogram and Playskool. Marx sells items similar to the lines of each of these companies.

■ The annual toy fair, where some 1,500 exhibitors, occupying most of two major hotels plus two permanent toy buildings and adjacent locations, court 14-15,000 buyers from across the country, is usually a frantic operation.

The bulk of the industry's annual orders are placed during the fair, for delivery during the rest of the year. This year, the fair's official duration has been experimentally cut from the usual 10-12 days to six. Trying to simplify the job of scouting and buying, as well as starting buildups for the Christmas onslaught, were the pr men, who this year seemed to be present in record numbers.

■ They are working mostly for comparatively small toy makers who have what they consider "hot" items, in addition to the major organizations served in the past.

In persuading the press to take kindly to their offerings, they have gone beyond the customary stacking of releases on pressroom tables (and these are higher than ever). They have taken to calling up consumer and trade publications, seeking out reporters in charge of toy stories, and sending releases along with personal notes.

In the package goods business this is normal procedure; in the toy field, it's news.

■ Ideal Toy, the forefront among publicity-conscious toy makers, figured this was a good time to bring in Shirley Temple to pump up sales of Shirley Temple dolls.

That astute business woman now licenses 17 different products in the publishing, clothing, doll and other fields.

Early in the week, Miss Temple, with appropriate advance promotion, showed up at Gimbel's and 17,650 people trotted over to shake hands, reminisce—and buy dolls and other items. Nearly 3,000 dolls were purchased, each one auto-

. . . LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

✓ **Actually, total effective buying income of more than $2.9 billion**

✓ **More than five times the buying power of the vast state of Alaska**

✓ **Not covered by San Francisco and Los Angeles newspapers**

For more than a century the McClatchy name has meant good journalism to Californians. Today, as always, Inland Californians depend on the Bees for their news — and their advertising. Tell your story in the Bees and you'll reach home.

Data source: Sales Management's 1958 Copyrighted Survey

- **THE SACRAMENTO BEE**
- **THE MODESTO BEE**
- **THE FRESNO BEE**

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

graphed by Miss Temple.

The Shirley Temple doll, incidentally, is Ideal's largest seller. More than 1,000,000 have been bought in the last three years for anywhere from $3.95 to $15. This fall the company will bring out a three-foot doll for $35. Advertising for this particular doll accounts for about a quarter of Ideal's total budget. For Shirley, the doll is thought to produce better than $100,000 in royalties.

■ Toy fair business in general was brisk and ahead of last year in most cases. Retail inventories were generally low and buyers exuded optimism.

Some wholesalers were telling big accounts about their best local tv shows and manufacturers seemed happy to have wholesalers make purchases for them at local rates. This led to some speculation about the role, or need, for an advertising agency on the national level.

Other toy makers were passing out media schedules to buyers. One company screened the television commercials it would have on the air this fall. Another previewed a free film it would be offering to tv stations.

■ One adman, James H. Lavenson, president of the Lavenson Bureau of Advertising, commented: "To an outsider, the toy business this week looks like an agency man's dream." But he had some sobering afterthoughts:

"Because tv commitments can seldom be firmed up in March for the following October and December, and because distribution must be fully achieved for the ten-week Christmas buying period, manufacturers themselves are beginning to realize that the promise of specific advertising support is an easy one to make and a tough one to keep.

"Sometimes the toy item with the biggest built-in ad budget never achieves sufficient distribution at retail, and the ad plans must be canceled or substantially altered," Mr. Lavenson observed.

The Lavenson agency handles six non-competing toy accounts and one large toy wholesaler.

■ Growing numbers of companies in other fields—machinery, copperware, sewing machines, etc.—were reported moving into the toy field for an additional source of income. Among these is Eberhard Faber pencil, which has started its first major diversification in 110 years by setting up a toy and game division to sell a line of pencil-painting, coloring and novelty sets. Norman Owen, formerly a partner in Bland & Bland, is sales manager of the new division.

Another company, Tippett & Wood, a member of the Nytronics Group, electronic components maker, is entering the toy field for the first time in its 94-year history. Its new items, non-electronic, incidentally, will be promoted with tv spot schedules in 26 markets starting April 6. Ovesey & Straus, New York, is handling the toy division account.

As for toys and games themselves, this year in addition to embracing the traditional enticements of childhood, young and old, one thing more is certain. There will be more rockets, jets, satellites and missiles launched by American small fry in 1959 than by all the big people in the rest of the world put together. #

Gaynor & Ducas Adds One

Gaynor & Ducas, New York, has been appointed to handle advertising for Electronics Associates, Long Branch, N. J. The account formerly was with Halstead & Van Vechten. Gaynor & Ducas also has named Carl Le Vander, formerly with Lester Beal, ad designer, an art director.

New Agency Adds 3 Accounts

Myers, Anderson & Strong, New York agency which opened in January, has been appointed to handle advertising for Thaibok Fabrics, Mosse Linens, and Bertson House, china and glass importer, all of New York. The accounts were previously handled by Galbraith-Hoffman Advertising, New York.

Granco Appoints Eckhouse

Granco Products, Long Island City manufacturer of phonographic equipment, has appointed Robert D. Eckhouse & Associates, New York, to handle its advertising and public relations. Robert Whitehill Inc. is the previous agency of record.

Joyce Ross to S. R. Leon

Joyce Ross, formerly with the Cohama division of Cohn-Hall-Marx Co., has been appointed fashion coordinator of S. R. Leon Co., New York agency.

UP AGAIN

Lawrence Zeitner, Adv. Mgr.

IN CIRCULATION AND LINAGE IN 1958!

. . . and M/M PULLS, because it's *big* and *influential* in the conservative Protestant church field . . . in 100,000 homes and more than 60,000 churches. You need M/M to sell this important, growing market.

Moody MONTHLY

101,965

AVER. NET PAID FOR 1958

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

TYPE

is the face you turn to the public

The advertising message has only one purpose—to sell the product. Good layout, design and copy are important components of a sales message—but successful selling needs the added ingredient—typographic correctness. By reputation, the ATA symbol guarantees this important element of your printed message. Why not phone your ATA typographer today?

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.

Executive Offices: 461 Eighth Avenue, New York City

It pays to set type right

It Pays To Set Type Right At: Akron, Ohio, The Akron Typesetting Co. / **Atlanta, Georgia,** Higgins-McArthur Company / **Baltimore, Maryland,** The Maran Printing Company / **Boston, Massachusetts,** The Berkeley Press, H. G. McMennamin, Machine Composition Co. / **Buffalo, New York,** Sahlin Typographic Service / **Chicago, Illinois,** J. M. Bundscho, Inc., The Faithorn Corp., Hayes-Lochner, Inc., Runkle-Thompson-Kovats, Inc., Frederic Ryder Company / **Cincinnati, Ohio,** The J. W. Ford Company / **Cleveland, Ohio,** Bohme & Blinkmann, Inc., Schlick-Barner-Hayden, Inc., Skelly Typesetting Co., Inc. / **Columbus, Ohio,** Yaeger Typesetting Co., Inc. / **Dallas, Texas,** Jaggars-Chiles-Stovall, Inc. / **Dayton, Ohio,** Dayton Typographic Service / **Denver, Colorado,** The A. B. Hirschfeld Press, Hoflund-Schmidt Typographic Service / **Detroit, Michigan,** Arnold-Powers, Inc., The Thos. P. Henry Company, George Willens & Co. / **Indianapolis, Indiana,** The Typographic Service Co., Inc. / **Kalamazoo, Michigan,** Mahoney Typographers, Inc. / **Los Angeles, California,** Adtype Service Co., Inc. / **Milwaukee, Wisconsin,** Arrow Press / **Minneapolis, Minnesota,** Duragraph, Inc. / **New York, New York,** Ad Service Company, Advertising Agencies' Service Co., Inc., Artintype, Inc., Associated Typographers, Inc., Atlas Typographic Service, Inc., Central Zone Press, Inc., The Composing Room, Inc., Composition Service, Inc., Diamant Typographic Service, Inc., A. T. Edwards Typography, Inc., Graphic Arts Typographers, Inc., Huxley House, Imperial Ad Service, King Typographic Service Corp., Linocraft Typographers, Inc., Master Typo Company, Chris F. Olsen, Frederic Nelson Phillips, Inc., Philmac Typographers, Inc., Royal Typographers, Inc., Frederick W. Schmidt, Inc., Harry Silverstein, Inc., Supreme Ad Service, Inc., Tri-Arts Press, Inc., Typographic Craftsmen, Inc., The Typographic Service Co., Vanderbilt-Jackson Typography, Inc., Kurt H. Volk, Inc. / **Newark, New Jersey,** Barton Press, William Patrick Co., Inc. / **Pittsburgh, Pennsylvania,** Davis & Warde Inc. / **Philadelphia, Pennsylvania,** Walter T. Armstrong, Inc., Alfred J. Jordan, Inc., Progressive Composition Company, Typographic Service, Inc. / **Portland, Oregon,** Paul O. Giesey, Adcrafters / **Rochester, New York,** Rochester Monotype Composition Co. / **St. Louis, Missouri,** Warwick Typographers, Inc. / **Seattle, Washington,** Frank McCaffrey / **Toronto, Canada,** Cooper & Beatty, Limited.

Langlie to Leave Henri, Hurst

Hill R. Langlie, an account executive at Henri, Hurst & McDonald, Chicago, will resign from the agency April 1. Mr. Langlie, who has been with Henri, Hurst for eight years, did not announce his plans.

Sales action-*plus!*

Because The Montreal Star gives advertisers high family readership at the lowest milline rate of any paper in its field and pre-sells families in their homes in the leisure evening hours—it gives longer exposure to your advertising right where buying action begins!

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

BAR Exaggerates Extent of Dubious TV Practices: TvB

(*Continued from Page 3*)

of questionable practices. Leading advertisers and agencies consider this kind of scheduling a perfectly acceptable practice.

• Commercialization in tv "is far less than that of print where advertisements not only follow one upon the other but often face each other or share the same page with others. The ratio of advertising to editorial material is less in television than any other major medium."

• The definitions are hazy. How did BAR determine what was and wasn't a product conflict when this is something that varies from manufacturer to manufacturer?

• Some cases were counted twice to get the total figure of more than 5,000 irregularities. There was a duplication in the cases counted under "crowded quarter hours" and under other tabulations of multiple spotting excesses.

■ "If you delete from the BAR report the number of advertisers and turn instead to the number of so-called infractions, deleting also the questionable tabulation of product conflicts, the duplicated figures on crowded quarter hours, the BAR report shows less than two even questionable practices per station per seven hour telecast period," TvB said. "A single nighttime movie could easily account for most of these . . . No one will question that there are cases of over-commercialization in all media, but the TvB will question whether generalizations based on inadequate samples and inadequate definitions should be applied to any media."

■ Meanwhile Phil Edwards, publisher of Broadcast Advertisers Reports, announced that "the 24-city summary study we recently produced was not a sample study in any sense of the word. We are not in the sampling business."

"BAR subscribers obviously are not 'casual' readers of our reports," added Mr. Edwards, "because it was they who first came to us seeking this kind of information. The report dealt with actual on-the-air occurrences in 25 medium markets—markets that BAR has never monitored before," Mr. Edwards pointed out. He also said that every item was on magnetic tape and that BAR would gladly play it back for anyone who would pay the researcher to do so.

"In the nation's top 25 cities, where we have monitored for five years, these so-called 'practices' wards added. "Furthermore, TvB simply do not happen," Mr. Edassumes to define our relations with our customers, and we alone will define those.

"Finally, TvB protesteth too much," he concluded. ≠

Checking Bureau Broadens Service; May Handle Billing

(*Continued from Page 3*)

as ordered, an irregularity notice is attached to the tearsheet so that you can decide whether or not you want to make an issue of it with the newspaper."

Main significance of the new operation, he said, "is that it is one more in a series of steps on the road to simplification of the placement of newspaper advertising that both the newspapers and the agencies, as well as ACB, have been working toward for many years.

■ "What will the next step be? We anticipate that it will involve the agencies' billings departments," Mr. Crimmins said. "We hope that it will soon be possible for us to pay the newspapers for you and at the same time do the billing to your clients in accordance with your requirements and instructions.

"When will that come? Our present expectation is that it will come when the checking department step has been extended to include the top 40 or 50 agencies, which place perhaps 75% of all national newspaper advertising.

"When we have accomplished both of these steps we will have gone a long way toward single-bill-single-check-single-order operation," he said. ≠

IN 1958

18% CIRCULATION GROWTH

42% AD REVENUE GROWTH

the *NEW*

Today's Health

the magazine featuring positive living for the American family

The NEW Today's Health . . . new format . . . new editor . . . new editorial policy that interprets health as positive living through better food and housing, more enjoyable leisure, and other activities that make for enriched living.

The NEW Today's Health is a dynamic, growing magazine that sells consumer products. Write for information on the NEW Today's Health story.

Today's Health published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois

See page 54

BBDO Washes Wildroot Right Out of Its Hair

(*Continued from Page 3*)

toilet articles division. The company reportedly is not anxious to expand an agency roster which currently numbers eight: Ted Bates & Co., Lennen & Newell, D'Arcy Advertising, McCann-Erickson, Norman, Craig & Kummel, Street & Finney, Cunningham & Walsh and Charles W. Hoyt Co.

When the Wildroot purchase by Colgate was announced last December there was no comment on the future status of the agency. Aside from the usual question raised when a company changes ownership, BBDO's relationship was complicated by the fact that it handled Surf, Wisk and other products for Lever Bros.—not a Wildroot competitor but certainly a Colgate rival.

■ But as recently as two weeks ago, when the purchase was consummated, both the agency and Colgate stated that the account would remain with BBDO and the agency announced intentions to move the account group from Buffalo to New York on April 1 (AA, March 9).

"It was a surprise to us," William O'Donnell, vp and assistant to the BBDO president, said this week. "We thought we had gotten over the conflict problem but evidently we hadn't." The agency has agreed to handle the account until another agency has been selected.

■ Thus ends a close 40-year relationship (the agency's Alexos Born was on the Wildroot board until its sale). BBDO was Wildroot's first and only agency and it is credited with bringing the upstate product to its national prominence, where it now competes for top share-of-market honors with Vaseline, Vitalis and Brylcreem.

A great believer in radio, Wildroot claimed to be the "biggest spot user in the country" in the mid-'40s. Its "Wildroot Cream Oil Charlie" jingle was among the best known singing commercials.

■ In recent years, the company was unsuccessful in putting out a a winner in Lady Wildroot shampoo. A motivation researcher commented, several years ago, that Lady Wildroot had not clicked because women had an aversion to "a triumphant male Charlie intruding on the privacy of women's shampoos."

Wildroot has been testing VAM in midwestern and southwestern markets for about three and a half years. A clear hair tonic, VAM ads explained that the name stands for the words vegetable, animal and mineral, "three natural aids for healthy, handsome hair." #

Meldrum & Fewsmith Adds One

Erie Resistor Corp., Erie, Pa., manufacturer of electronic components and instruments, has named Meldrum & Fewsmith, Cleveland, to handle its account. W. S. Hill Co., Pittsburgh, is the former agency.

Botsford, Constantine Moves

The San Francisco office of Botsford, Constantine & Gardner has moved into expanded two-story quarters at 417 Market St.

Langendorf Bakeries Moves to L&N, Richard Meltzer

The restless advertising account of Langendorf United Bakeries, San Francisco, has moved again, just three months after its last agency change, the sixth in the past two years. Effective April 1, Lennen & Newell will be the agency for the Butternut and Hollywood bread divisions and Richard N. Meltzer Advertising will take over the Holsum bread division.

Hoefer, Dieterich & Brown was the last agency to handle Butternut and Hollywood breads and Harris, Harlan & Wood division of Fletcher D. Richards Inc. had the Holsum account. Stanley Colberson, who resigned as advertising manager of Langendorf last December, when the account and he went to HD&B, will move with the account to Lennen & Newell. The Butternut and Hollywood bread accounts bill in the neighborhood of $250,000; the Holsum bread division accounts for slightly more.

200 CARTOONS
Top flight cartoons for your ads, house organs, etc. Printed on Kromekote. **9.50**
FREE 10 DAYS TRIAL
BERNHARDT CARTOONS
733 A St., Hayward, Calif.

SPRINGFIELD
CAPITAL MARKET IN ILLINOIS

THE CAPITOL AT SPRINGFIELD—
Drawing by FRANKLIN McMAHON,
noted Illinois artist, from
The Constitution of Illinois,
Row, Peterson and Company

Springfield, Illinois, is the capital of the state . . . and the economic capital of eleven prosperous counties.

Agriculture, industry, and government payrolls keep the economy strong, balanced, stable.

For capital coverage of this capital market, turn to the Illinois State Journal and Illinois State Register. These two newspapers give you 100% coverage of Sangamon County (Springfield) and 61.6% coverage of the entire eleven-county trading area. And both newspapers offer the 100% impact of top quality R.O.P. color.

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Springfield, Illinois — Northern Illinois — Greater Los Angeles — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Cockshutt Names Findlater

J. R. Findlater has been named assistant to the director of marketing at Cockshutt Farm Equipment Ltd., Brantford, Ont. He formerly was in charge of the company's training and business management program for dealers and sales personnel.

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Mossner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

Along the Media Path

The **Sacramento Bee** has been awarded the Precision newspaper award for superior reproduction of r.o.p. full color by Precision Electrotype Co., wholly owned subsidiary of Fibreboard Paper Products Corp. The award was won in competition with newspapers throughout the West.

• A special issue with total editorial coverage devoted to the home improvement, repair and remodeling market will be offered in the June **House Beautiful.**

• A new promotion piece by **Parade,** "Do Men Read Food News?" gives an emphatic "yes" as the answer.

• Effective immediately, **Look** is offering advertisers a three-color, full-tonal-range letterpress process which "provides far greater effectiveness and versatility than two-color and which, with certain subject matter, even approaches the effectiveness of four colors." "Simultaneously, the magazine is also making available two-color letterpress advertising in any two colors, rather than limiting it to black and one other color.

TO TOP—*Fred Barrett, vp and media director, BBDO, shows his secretary, Barbara Wilson, one of the ladders ABC-TV has sent to hundreds of Madison Ave. execs to illustrate its new ad theme.*

• The 23rd edition of "The **Automotive News** Almanac" will be issued April 27. It will be 260 pages. Copies are available at $2.50 each only on advance order to the magazine at 965 E. Jefferson Ave., Detroit 7.

• On March 9 the **Leader,** Orange, Tex., began publishing a once-a-week automotive page.

• **Vogue** will publish its third annual "Beauty Book" this September. The guide to beauty news has been a sell-out for the past two years—last year 200,000 women paid $1 for it—and the edition this year is being increased to 230,000. The first year it was published—1957—186,000 copies were sold.

• The **Hartford Courant** published is first commercial advertisement in color in its March 3 editions. A Page 1 box said: "This advertisement promoting Alcoa Wrap introduces a new phase of commercial advertising which *Courant* readers will see much more of from this time on." The *Courant* had previously used color in house promotion ads and in certain editorial features both daily and Sunday.

• A special issue with total editorial coverage devoted to the home improvement, repair and remodeling market will be offered in the June **House Beautiful.**

• **Realites,** French illustrated monthly, reports it has signed 14 new advertisers for its American edition. Among the newcomers are Cadillac, Peugeot, Citroen, Merrill Lynch, Lufthansa, Air India, Alitalia and American Express.

• **WRCV-TV,** Philadelphia, is using a step-by-step illustrated booklet to point to results of a Robin Hood coloring contest for children and pulling power of "Adventures of Robin Hood," seen on the station.

• The **Radio Advertising Bureau** reports that its "quickie pitch," called "New Facts," has been shown to 46 of the top 50 agencies in New York, Philadelphia, Detroit, Chicago and St. Louis. It says the response indicates "intense interest in radio by the advertising agencies which dominate the broadcast medium."

• The National Foundation for Infantile Paralysis has presented

HAPPY BIRTHDAY
(ONE OF A SERIES OF NIGHTMARES AT GUILD, BASCOM & BONFIGLI-ADVERTISING SAN FRANCISCO - LOS ANGELES NEW YORK - SEATTLE - CHICAGO -)
...YES, EXACTLY TEN YEARS AGO THIS DAY, WE 3 AMBITIOUS YOUNG STICKFIGURES BROUGHT FORTH UPON THIS CONTINENT A NEW AGENCY...
G.
B.
AND B.
MARCH 1ST 1949 - 1959
...TEN LONG YEARS, PUSHING EVER FORWARD T'WARD... ER... INCREASED BILLING...
PRETTY DULL STUFF
JUST YOU WAIT
...AND SO, TO IMMORTALIZE THE OCCASION, A CAKE...
1949-1959
G.B.&B.
oops
SPLAT!
SEE ?? I TOLDJA... G. B. AND B. ALWAYS COMES UP WITH THAT UNEXPECTED LITTLE TWIST!
THOUGH DULL, MR. G.'S BOAST IN PANEL TWO IS FAR FROM IDLE. INDEED, WHILE CONTINUING ITS POLICY OF HANDLING NO MORE THAN TEN CLIENTS, G. B. AND B. HAS INCREASED TOTAL ANNUAL BILLING FROM UNDER 250 THOUSAND TO OVER TEN MILLION.
POSSIBLE MORAL: "IT'S HARD TO STAY SMALL AT G. B. AND B." JUST ASK SKIPPY PEANUT BUTTER, NUCOA MARGARINE, RICE CHEX AND WHEAT CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MARY ELLEN'S JAMS AND JELLIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, HEIDELBERG BEER AND CARLING BLACK LABEL BEER; RIVAL OR MOTHER'S COOKIES.
Guild Bascom and Bonfigli advertising

FORT WAYNE, IND.
ADVERTISER FORT WAYNE APPROVED INDIANA TESTED
One of the Nation's 9 Most Frequently Used Test Markets
. . . and the only one offering a free Monthly Grocery Inventory!
As one of the nation's 9 top test markets, Fort Wayne again leads all cities 200,000-299,999 for advertising and product tests, according to Sales Management. Big factor in Fort Wayne's favor is the Monthly Grocery Inventory . . . a 26-day sales audit of over 900 brands.
"Most Significant Test Market Progress"
In the fields of grocery and drug tests, Fort Wayne leads all markets in "the most significant upward progress," Sales Management says.
Billion-Dollar Market
The rich Fort Wayne Golden Zone market includes 15 Indiana and Ohio counties. The area has a population of 607,300; C.S.I. of $1,121,883,000; and retail sales of $695,377,000.
ROP Color Available
FORT WAYNE INDIANA'S GOLDEN ZONE
FORT WAYNE NEWSPAPERS, INC., Agent
The News-Sentinel • THE JOURNAL-GAZETTE
Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

WJR, Detroit radio station, with its award of merit for "leadership and devotion to humanitarian effort and contributing to scientific accomplishments which presage the conquest of polio."

• For the first time in its history, **Petersen Publishing Co.**, Los Angeles, will open the pages of a "one-shot magazine" to advertisers. The "magazine" is *Jazz*, 80 pages, which will go on sale July 1 at 50¢ a copy.

• **Department of New Laurels:**

The **Chicago Sun-Times** published a 332-page paper on Sunday, March 8. The issue, which included nine separate editorial sections, was the largest Sunday edition the paper has ever produced. It featured a 40-page high-style spring fashion section.

Hot Rod and **Motor Trend** report that their April issues will carry more advertising in both dollar volume and linage than any other single issue in the history of each publication. Both publications will exceed the 14,000-line figure for the first time. *Hot Rod* will contain 14,784 lines, *Motor Trend* 14,168 lines.

With a total of 169.03 pages of advertising for the first quarter of 1959, **Electronic Technician,** which says it carries the largest volume in the field, scored a 37.3% gain in ad space over the same period in 1958.

The January through April, 1959, issues of **Sports Afield** show a cumulative linage gain of 7.5%, with the April issue up 13.3% in linage over the corresponding period of last year.

With an estimated total circulation for February in excess of 5,600,000 (publisher's estimate), **McCall's** set an alltime circulation record for any month in its 89-year history.

Parents' Magazine reports an alltime high in ad billings for a first four-month period: $2,098,412. The April, 1959, issue shows a gain of 4.5% in number of pages of advertising and a revenue gain of 11.6% over the same issue in 1958.

With the issue of March 2, **Time** circulation reached an alltime high with an estimated 2,410,000 copies.

Flying's advertising for the first quarter of 1959 increased 22.2% over the same period of 1958. This figure represents an increase of 26 pages of advertising in the January, February and March, 1959, issues.

The **News-Times,** Danbury, Conn., published a 60-page progress edition Feb. 26—the largest single edition in its history. A Page 1 box cited an alltime circulation high of 19,200. "If all the newsprint used for Thursday's edition alone were laid end to end in two-page width," the box concluded, "it would stretch from Danbury to New York City and back."

The March, 1959, issue of **Electronic Industries** had a greater advertising volume than any previous March issue in its 17-year history. Its total of 174.95 advertising pages was a 23% increase over the previous year's record March issue.

Screenland's May, 1959, issue registered a gain of 25% in advertising linage and revenue over last year's May issue. In addition, total linage and revenue for the first five months this year are up 19% over the same period last year.

January was the 63rd consecutive issue of **Redbook** to set a new total circulation record for the individual month. Circulation for January topped 2,839,000 and showed a 3.7% gain over January last year.

Ladies' Home Journal reported a new high in ad revenue for the first four months of 1959. Ad revenue for the period was $10,405,361, up 10.5% from the $9,419,699 reported for the like period in '58. #

This is Houston . . .

Where oil, although not flowing through the streets, does flow through the veins of this thriving, growing metropolis . . . And where business thrives and grows with the help of mighty tools like the great Houston Chronicle . . . **9th newspaper in the entire nation in total advertising. The Chronicle published over 40 million lines of advertising last year** . . . more than both the other Houston newspapers combined! In fact, no other Houston newspaper published enough linage to place among the top 25 newspapers in the nation.

Source: Media Records

THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY—*National Representatives*

How to Open Pocketbooks by the Millions

The full gamut of pocketbooks—all sizes from the modest to the boundless, both the free-spending and the hard-to-sell—is an outstanding characteristic of the First 3 Markets Group audience.

For maximum sales at greatest profit your advertising program should concentrate a heavier effort in the First 3 Markets of New York, Chicago and Philadelphia, where the average Effective Buying Income is $7,410 per family—25% greater than the national average. This super-abundance of buying power provides the basis for the average First 3 Markets family being able to spend 10% more money for All Retail purchases, 18% more for Food, 25% more for Furniture, Furnishings and Appliances, and 83% more for Apparel than the average family in the rest of the nation.

Within these most profitable sales areas, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In order to open pocketbooks by the MILLIONS in the 3 great markets, and sell more where more is sold... there is no substitute for FIRST 3 MARKETS' solid 62% COVERAGE of all families.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **Chicago** 11, Ill., Tribune Tower, SUperior 7-0043 • **San Francisco** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **Los Angeles** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Feature Section

Advertising Age

Woolf: Power of the Vivid Word

Words Are the Lifeblood: C.M.

TV Prospects Abroad Part II

Peeled Eye Sees Oddities

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

On the Merchandising Front . . .

The Flight to Non-Merchandising Profit in Retailing

By E. B. Weiss

Over the past several months, in some three or four columns, I have been developing a rather startling conclusion, to wit: the *net* profit of mass retailing is to come increasingly from *non*-merchandising operations.

E. B. Weiss

If this concept is reasonably correct, it marks a retail revolution that will make such revolutions as self-service, shopping centers, nocturnal hours, one-stop store units, giant retailing, and highway retailing pale into relatively minor turns of the wheel of marketing.

This would turn mass marketing topsy turvy because it would mean that mass retailing will look *not* to traditional merchandising functions as its fundamental source of net profit—but more and more it will look to *non-merchandising* functions for net profit.

■ Typical of these non-merchandising functions which, in my opinion, will provide mass retailers with a growing percentage of their total net profit, will be the now-evident trend among large retailers toward corporate maneuvers, toward holding companies, toward mergers and affiliations, toward interlocking stock control, and toward real estate operations, etc.

In the several columns I have written on this subject I have cited a few examples of what I consider to be an infant trend among giant retailers toward non-merchandising functions as a source of net profit. For those who are sufficiently interested in this thesis to read, or re-read, those several columns, here are their titles and dates of issue in Advertising Age:

"Will Retailing's Net Profit Come from New Sources" appeared March 9.

"More on the Holding Company Era of Giant Retailing" appeared Jan. 26.

"The Holding Company Era of Giant Retailing" appeared Dec. 15, 1958.

"Retail Mergers Play Havoc with Brand Distribution" appeared Nov. 14, 1958.

■ Now I should like to add some additional pieces of evidence. For example:

In December, 1958, Robert A. Magowan, chairman and president of the giant Safeway Stores Inc., gave a statement to the *Wall Street Journal* in which he remarked: "We believe we've now reduced the time from site selection to opening from about two years to one year."

A primary means of saving time has been through standardization of design specifications, according to A. Russell Griffith, vp and controller. The speed-up in store construction has had a big impact on the money Safeway has tied up in land, on which the company plans to build, or in some cases on which it has decided not to build and is planning to sell. This land inventory has dropped from $49,000,000 about three years ago to around $22,000,000 at present, reports George T. Burroughs, vp. "This acceleration in building speed is one of the chief reasons why 1958 is the second consecutive year we've had without going to the banks for loans," Mr. Magowan remarked.

■ I hasten to add that I do not cite this Safeway example as anything to be condemned. This is unquestionably brilliant strategy. I cite it solely as one more example of the growing net profit role played by non-merchandising functions in mass retailing by non-merchandising functions.

The May Co.-Hecht Co. merger is another bit of evidence of this trend. It is significant to note that, as a result of this corporate maneuver, Hecht's will close down two of its downtown stores in Baltimore—two stores with a combined volume in the area of $5,000,000. These two store units had lost substantial volume; they rated closing. But it was the *merger* that made the closings feasible. That merger will unquestionably affect many May-Hecht suppliers in the Baltimore area alone.

■ Then it is announced that the Hess Bros. department store of Allentown, Pa., has purchased 50 acres in that area for a large shopping center and (what is more unusual) that it plans to "open giant shopping centers throughout the country." The national program, it is stated, will be "undertaken by Hess and a syndicate through public issue of stock." Here, too, whether or not this comes to pass, we see evidence in the announcement itself of retailing turning to the corporate form as a source of net profit, as well as an example of the mounting role played by real estate in the retail net profit picture.

By the end of 1959 these bits and pieces of evidence that I plan to gather will, I believe, form a persuasive pattern leaving little doubt that a positive trend has set in among our giant retailers that will place *growing emphasis* on non-merchandising functions as a source of net profit. This doesn't imply that merchandising will be tossed out of the window as a net profit factor, although—wait and see—I will be cited as having said as much. But it *does* mean that *other* functions, *non*-merchandising functions, will contribute a bigger and bigger part of the total net profit.

Ultimately—*and this is the nub of my prediction*—the *non*-merchandising functions will contribute a *larger* percentage of the total net profit than will the *merchandising* functions.

Moreover, the holding company and other corporate developments will encourage this trend.

■ Actually, this is not entirely a recent development. As our retail organizations became larger, as more of their total dollar went into real estate, warehousing, etc., etc., it was inevitable that these requirements would, in time, challenge the traditional spot of merchandising as the prime producer of net profit.

I suspect, for example, that at Sears and the A&P, to mention two prime examples, the non-merchandising functions as producers of net profit have been assuming steadily increasing importance over the years.

Moreover, I know full well that it is almost impossible to separate the merchandising function from some of the so-called non-merchandising functions, although I should imagine that, as an instance, the vp in charge of merchandising at Sears has his domain pretty clearly marked out.

■ But I maintain that this development is now picking up an amazing momentum; that taking the two years 1958-1959 as a single period, we will find that in this two-year period our giant retailers will have taken more and more gigantic strides toward the non-merchandising functions as a source of net profit than was true in the previous eight years.

I also maintain that to argue definition, semantics, is to get lost in a wilderness. Whether or not we can precisely separate the merchandising and non-merchandising functions of giant retailers is of little importance. The important issue is that the non-merchandising functions *to the extent that we generally recognize them as non-merchandising functions*, are now in the ascendancy in mass retailing's net profit picture.

Incidentally, the great banks in New York separate their *security* profits and their *operating* profits. It would be fascinating if our giant retailers were to separate their merchandising profits and their non-merchandising profits! As it is, annual statements, Harvard figures, etc., create the impression that merchandising produces the net profit for giant retailing.

■ Of course, I am certain that this prediction will meet with the same reception that has greeted most of my prophecies over the years. As a matter of fact, I cannot recall a single prediction that I have made concerning a broad retail trend—ranging from predictions concerning nocturnal hours, giant retailing, shopping centers, self-service in variety and drug chains, the return of the small specialty store, rising costs in the food supers, private brands, automation, etc.—that did not get the equivalent of hoots and catcalls. (Even my most recent prediction concerning the coming importance of highway retailing has been labeled "lunacy.")

Of course, the fact that one has been reasonably correct in the past is no assurance that one will be equally correct in the present. I may be entirely wrong in my premise that giant retailers will, in time, derive the major part of their net profit from non-merchandising functions. But, as is traditional with prophets—I

What They're Doing Today

WHAT'S BECOME OF. . .

ARCH W. SHAW—famed exponent of scientific business operations, co-founder of Shaw-Walker Co., publisher of *Factory* and *System*, trainer of admen, friend and business associate of W. K. Kellogg?

Born in Jackson, Mich., Arch Shaw never finished his work for a degree at Olivet (Mich.) College but at 23 was co-founder of Shaw-Walker Co., office equipment manufacturer, and at 27 had founded A. W. Shaw Co., publisher of *System*, *Factory* and books on business management and selling, which was sold to McGraw-Hill in 1928, with *System*, then called *Magazine of Business*, becoming the base for *Business Week*.

A. W. Shaw

■ He hobnobbed with his close friend, W. K. Kellogg, and invested in the new Kellogg Co., launched in 1906. In 1912 he became a member of the Harvard Business School's administrative board, and his ideas helped lead to establishment of the Harvard Bureau of Business Research, to which he was a donor. He wrote a classic article in 1912 which was far ahead of the times in suggesting market analysis for determining sales and advertising programs.

The list of prominent admen who worked for Mr. Shaw at the A. W. Shaw Co. is impressive. The late Philip W. Lennen of Lennen & Newell said that his experience in selling Shaw business books (about 1915) was invaluable. That enthusiasm was shared by other Shaw "alumni," who included James W. Young, long a vp and now a senior consultant of J. Walter Thompson Co.; Edwin B. Cox, who started as a copywriter for Shaw in 1920 and today is board chairman of Kenyon & Eckhardt; Dwight Mills, who also served in the '20s, later became ad manager of *Business Week* and retired last year as chairman of the executive committee of K&E; Maurice Needham and Melvin Brorby of Needham, Louis & Brorby; James H. S. Ellis, who recently retired as president of Kudner Agency; Walter Rompel of the *New York Mirror;* the late Harvey Conover of Conover-Mast Publishing Co.; Russell L. Putman of Putman Publishing Co., and Virgil Angerman, publisher of *Science & Mechanics*.

Today, at 83, Mr. Shaw comes to his office daily at Shaw & Co., Chicago, the firm through which he handles his investments, although his elder son, John, now carries the major burden of the firm's management. #

believe the march of events will authenticate the trend.

■ In any event, I'm putting my prediction down in black and white, and I propose to refer to it every so often during 1959. At the end of the year I think either I will be forced to admit that I made one prediction too many, or the events of the year will support my position.

In the latter event I will be primarily interested in attempting to plot out what this new trend may mean to the world of marketing. Because if it is indeed to be true that giant retailing will tend to focus on non-merchandising functions as the basic source of net profit—then mass marketing is in for considerable change.

P. S. When Sun Ray Drug took over control of Consolidated Retail Stores (a chain of 29 women's apparel stores) I assume that the reasons included not only the drug outlet's growing interest in soft goods—but also a neat tax-loss carryforward "enjoyed" by Consolidated of $5,800,000! Since sales of the merged firm will be in the area of $65,000,000 that tax-loss factor could conceivably mean more in net profit for a time than the merchandising operation. This, I think, spotlights the great trend at which I am pointing: the trend by giant retailers toward seeking net profit in *non*-merchandising functions. #

Employe Communications . . .

Management Shies Away from Politics

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

At a recent conference of management personnel, a panel was invited to play catch-as-catch-can with questions hot from the floor. The verbal skirmishes took place at the midwinter conference of American Management Assn., and the technique of tossing questions at a panel without any preliminary talks by the members made much sense to the audience. At one point, however—at an extremely serious and significant point—the panel deadlocked itself.

The question from the floor was to this effect: "Should industrial and business management take an active part in politics?" Half the panel said "No," emphatically. The other half said "Yes" with equal fervor.

Actually, management shies away from politics, without any question. There is as yet not the slightest symptom of management's taking any strong or progressive stand between now and November, 1960. The reason: Fear.

■ Management as a group is mindful of the need for getting along. It recognizes that there have been reprisals visited upon managements for too active participation in politics. Unions have made community life uncomfortable and embarrassing for certain concerns. Management is a little afraid to stick its neck out, in the precise terms of quite a few executives.

One of the panelists at the AMA meeting pointed out that organized labor knows where management stands politically. It always knows where management stands politically and hasn't the slightest hesitation in picturing the management preferences for rank-and-file edification. What can organized labor learn from an election result about management preferences that it didn't know before the election was held?

Although there is at present no sign of management's emergence from the well of silence, as noted earlier, there are two faintly encouraging signs. One is the attitude—and the program—of the Chamber of Commerce of the United States. The other is the attitude—and the program—of General Electric Co. The courage of GE in taking on this man's-size political battle should be a beacon of encouragement for many companies, and put a lot of others to shame.

■ Philip M. Talbott, the Chamber's present board chairman, issued a reminder from Washington the other day: "If we are to have lawmakers in the Congress who are open-minded—who are willing to consider intelligent and reasonably objective recommendations and to weigh the facts in the case, then the business men in local communities must take a hand in nominating candidates and do everything possible to insure success at the polls for those candidates."

Mr. Talbott added: "Now is the time to be done with deploring, petitioning and beseeching. Now is the time to get into the fight, where the fight actually exists, and that is in the election districts. As good citizens, if nothing else, we have an obligation to be more politically active than we have been."

The dissenters who scoff at the Chamber's new practical study course in politics label the authors "fish out of water" and "babes in the wood." They snort that business men and industrialists can't be practical politicians. The answer is that they don't have to be. But they can understand practical politics, and if somewhere they have mastered some of basic skills of communication, persuasion is within their grasp. The pessimists are too busy drowning to reach for the rope. #

The Creative Man's Corner . . .

Tired Blood

THE LARK BY STUDEBAKER

Seats of scamper from either the 6 or V-8 ... Marathon mileage on regular gas with lower insurance, upkeep and repair costs ... Three feet shorter outside, seats six inside ... Style set plush inside and out it's approved by Harper's Bazaar ... WHAT ELSE DO YOU NEED ... WHERE ELSE CAN YOU GET SO MUCH OF IT FOR SO LITTLE! Drive The Lark at your Studebaker Dealer's and discover for yourself.

Words are the lifeblood of an advertisement. Without them—despite the special pleading of the picture boys—paid space or time is pretty lifeless. This is not to argue that ads should be all words, any more than a human being should be a transparent container of blood. Words and pictures, so far as advertising is concerned, belong together. Each needs the other and benefits thereby. The words a human being speaks gain added emphasis and meaning through gestures and facial expressions, as well as through volume and tone of voice. And the words in an advertisement gain in meaning through the use of illustration.

By and large, however, communication takes place through the medium of *language*. And one of the major failings of advertising is in the language department—probably because the business attracts (or encourages) few genuine writers. As a result, the lifeblood of all too many ads and commercials is tired, tired from overuse, much too tired to communicate as forcefully as the man who is paying the bill might hope. Or wish.

Applause, therefore, for the Lark advertising, of which this page is typical. The language has been every bit as fresh as the Lark itself. Makes a wonderful combination! #

Looking at Radio and Television . . .

TV Prospects Abroad: Part II

By the Eye and Ear Man

This is part two in the treatment of the expanding world market and the effect of television on that market. The first column dealt with the massive English and Spanish-speaking audiences available. This one deals with the multilingual groups.

There is no industrially-developed section of the world that is totally without television or some plan to begin it. Not surprisingly, the two most dynamic countries in the world, behind the U. S., Great Britain and Canada, are Japan and Germany.

1. Japan

Out of the war-wracked ruins of bombed Japan in 14 years the hard working Japanese have built a strong new nation. Using the American commerical tv system, they have competitive stations and networks that cover all Japan as efficiently as our own networks. Two million Japanese homes now have tv sets and that number is growing rapidly. The highest tv transmitter in the world is in Tokyo—it resembles the Eiffel tower, but is bigger.

The advertiser moving into the Japanese market can use this dynamic medium with economic effectiveness to reach the masses as well as the well heeled modern Japanese, who is anxious to improve his way of life with new American clothes and goods.

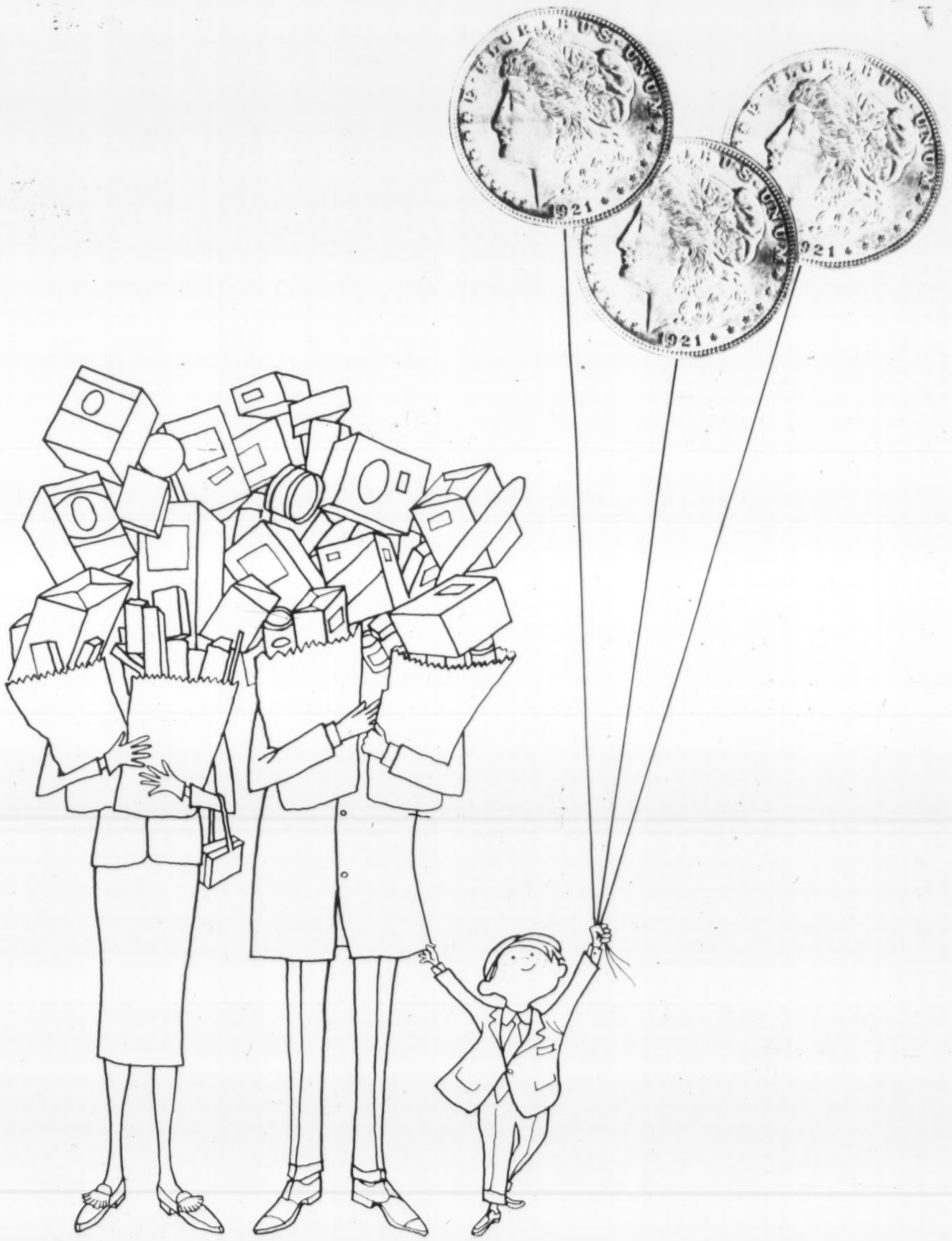
2. Germany

Just behind Japan is another nation with the drive to improve and to assume its role among the nations of the world. Germany was blasted to its knees in World War II and had to exert every energy, ingenuity and sacrifice to climb into the most modest economic circles. Now it has succeeded, and even though the decentralization of the television industry has caused regional disparities and lack of organization necessary to emulate the U. S. or Japan, there are many television receivers and a modest amount of commercial telecasting.

The only things that are required for Germany to become as strong as the other leading tv countries is full commercial telecasting on a regular basis. This appears to be coming soon. When this happens, the American business man can count on effective television advertising to move his products in another country that is eager to get them.

3. Europe in General

The rest of Europe, including our allies, NATO countries and the neutral nations, demonstrate their lack of economic stability and growth in their television stagnancy. The video backwardness of these nations is mirrored in the fact that, disregarding the examples of leading countries of the world, they still have an old civil servant in the ministries of education picking one or two hours of dull television on the ground that this is what the people ought to



TRIB READERS BUY MORE

BECAUSE THEY'VE GOT MORE... Don't send up trial balloons . . . *pinpoint* your top prospects with the Herald Tribune. The latest TRIB Home Study* shows 94% of Herald Tribune families own their homes . . . and a solid 40% of those homes are valued at over $20,000! These are the *quality* families that buy *quantity* . . . and mean more profits for you! Get complete details about the top of the New York Market. Get in the TRIB!

NEW YORK **Herald Tribune**

Today's **VITAL** *Newspaper!*

230 West 41st Street, New York 36, N. Y.

*NASSAU-SUFFOLK COUNTIES

● A European Edition of the Herald Tribune is published daily in Paris

have. The result of this incredibly antediluvian attitude is few set sales, little programming (because the richest nation in the world with a fat tax on sets cannot afford the billion dollar programming necessary for television subsistence), and no promise of things getting any better until the British system of one channel for culture and one channel or more for popular entertainment is adopted.

• **France.** Irregular programming in a sleazy manner with inadequate hours of telecasting. There is some hope that the new DeGaulle government will improve the tv outlook.

• **Italy.** As backward as France but, again, with some real hope that the industrial leaders will promote a new commercial system.

• **The Benelux group.** Same as the rest, but will follow the pattern set by the larger countries when the time comes.

• **Scandinavia.** Also slow to grow, due to a lack of programs and no plan of expansion for years. One small glimmer of hope is that Helsinki is now commercial and may set a pattern for all the rest to follow.

• **Monaco** is struggling to support commercial television, but economic pressure from its neighbors makes it difficult.

• **Switzerland.** Dull television in an amateurish way, supported by inadequate funds.

• **Portugal, Greece** and **Yugoslavia** are far from being important in this new medium.

4. The Middle East.

This group of countries, in political turmoil, can be dismissed as being bad risks but having high potentials. The oil-rich Arab nations have invested in television equipment; such unlikely towns as Beirut and Baghdad have television, but it is a propaganda rather than an economic or entertainment medium. Egypt has plans for a more dynamic television system, but it must be regarded as a future, rather than a present plan.

The concluding article in this series will deal with the African and Asian groups and the effect of television on the peoples and customs of the world. #

Salesense in Advertising . . .

The Power of the Vivid Word

By James D. Woolf
Creative Consultant

Recently I have been browsing among several books dealing with the art of communication, among them, "Talks on Writing English," by Arlo Bates; "The Philosophy of Style," by Herbert Spencer, and "Language in Action" by S. I. Hayakawa.

James D. Woolf

I read that many of the words we use—in what we say and what we write—are directed largely not to the ear but to the eye. Primarily this is true of all descriptive language.

The care we use in word choice has much to do with the power of our speech, its effectiveness and persuasiveness.

Some words are much better image-makers than others. Some conjure up bright, vivid pictures—paint at once on the canvas of the mind of our listener or reader a clear, faithful likeness of the thing we seek to portray. Such words are sharp, true, rich in color, and suggestive. Other words have little power to paint pictures. They are drab, colorless, vague, and weak in what they connote and in their ability to excite the imagination.

■ Among the many good rules for effective communication are three that appeal to me as applying with special force to the art of choosing vivid, image-making words when we talk or write.

The first rule is that an epithet of *action* and *motion* is usually more vivid than one of simple condition.

For example, "her *dancing* eyes" is more effective than such epithets of simple condition as her "*gray* eyes" or "her *pretty* eyes." Likewise, "the *scurrying* clouds" or "the *racing* clouds" paints a brighter picture than "the *white* clouds" or "the *fleecy* clouds." The *scolding* parrot, the *breaking* waves, the *tossing* branches, the *leaping* flames, the *swirling* snow, the *fire-breathing* warrior—all these action adjectives lay vivid color on the canvas with faster, surer strokes than would be possible with epithets of mere condition.

How could one improve Cowper's "Philologists who chase a *panting* syllable through space and time"? Would a crying baby be as vivid as Shakespeare's "*mewling* and *puking*" infant in "As You Like It"? What epithet would serve with such charm as *sleeping* in Coleridge's "That to the *sleeping* woods all night singeth a quiet tune"? And what word could add one more whit of loveliness to Milton's "The *opening* eyelids of the morn"?

■ The second rule is related to the first in that it is concerned primarily with action epithets. By employing a *specific* term, says Spencer, the appropriate image can at once be suggested and a more vivid picture painted.

For example, to say or write that "John *smiled*" is to create a vague and general mental impression in the mind of our listener or reader. But to say that "John *giggled*, or *tittered*, or *smirked*, or *simpered*, or *guffawed*, or *chuckled* is to suggest with one specific word a vivid and exact image of John's manner of demonstrating his mirth.

Or perhaps John is angry. Is he merely annoyed, or is he *enraged*, or *infuriated*, or *bitter*, or *storming*, or *violent*? Does he *scowl*, *sneer*, *frown*, *glower*, *snarl*, *pout*, or *sulk*? Each of these epithets is a different word-pigment and leaves on the canvas a slightly different shade of color.

■ One or two further examples will suffice, again from "As You Like It." "Then the *whining* schoolboy with his satchel and *shining morning* face, *creeping* like snail to school." Not the vague word *walking*, we note, but *creeping*—creeping like snail. A clear and vivid picture. And so on to the sixth age, "With spectacles on nose and pouch on side, his youthful hose, well saved, a world too wide for his shrunk shank; and his big manly voice, turning again toward childish treble pipes and whistles in his sound." A superb example of the power of the specific!

The third rule is related somewhat to the second in that it also relates to specific, concrete words. I beg the reader's indulgence in again quoting Spencer, who says in his "Philosophy of Style," that "concrete terms produce more vivid impressions than abstract ones, and should, when possible, be used instead, is a current maxim of composition. . . We should avoid such a sentence as: 'In proportion as the manners, customs, and amusements of a nation are cruel and barbarous, the regulations of their penal code will be served.'

"And in place of it we should write: 'In proportion as men delight in battles, bullfights and combats of gladiators, will they punish by hanging, burning and the rack'."

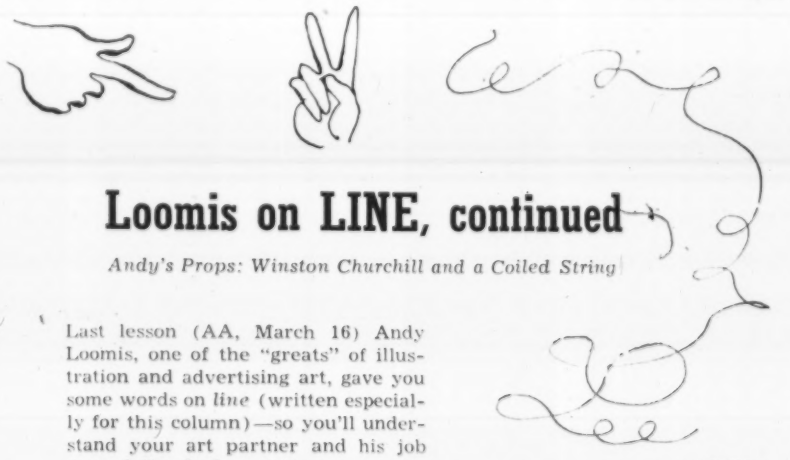
Manners, customs, etc., require translation before they become a specific and vivid thought. *Battles, bullfights*, etc., is the translation and thought itself. In the same way, *hanging, burning*, and the *rack* are instant image-makers, whereas *penal code* is so abstract it means but little.

The simple act of setting down the concrete names of concrete objects, firmly abstaining from abstractions and generalities, paints a bright picture on the canvas. One example, from Washington Irving's "The Legend of Sleepy Hollow," will suffice:

"There was the doughty doughnut, the tenderer oly koek, and the crisp crumbling cruller; sweet cakes, ginger-cakes and honey-cakes, and the whole family of cakes. And there were apple-pies and peach-pies and pumpkin-pies; besides slices of ham and smoked beef; and moreover delectable dishes of preserved plums, and peaches, and pears, and quinces; not to mention broiled shad and roasted chickens; together with bowls of milk and cream, all mingled higgedly-piggedly, pretty much as I have enumerated them, with the motherly tea-pot sending up its clouds of vapor from the midst—Heaven bless the mark!" #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson



Loomis on LINE, continued

Andy's Props: Winston Churchill and a Coiled String

Last lesson (AA, March 16) Andy Loomis, one of the "greats" of illustration and advertising art, gave you some words on *line* (written especially for this column)—so you'll understand your art partner and his job more fully. Andy continues:

"When Churchill made the 'V' sign with his fingers, it meant Victory to all. We draw imaginary lines with our hands and arms in gestures, when we cannot communicate in a common language. A pointed finger creates a line of *direction* any Hottentot can understand.

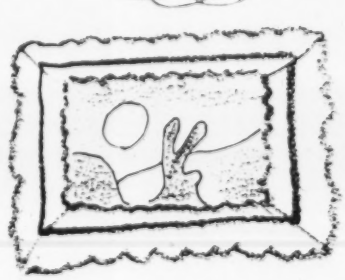
"To the imaginative, line goes much further. Drop some twine on the floor and it creates design. Set two mirrors at right angles over the twine and it becomes a design of great beauty.

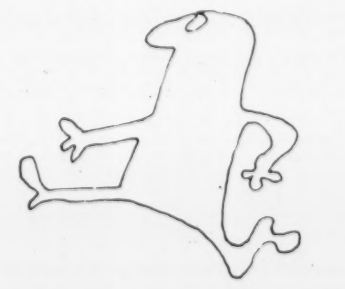
"Repeat it in blocks, and you have a presentable design for wallpaper or textiles.

"Modern art builds itself largely on line, which inadvertently creates spaces—and these, filled with color and with a frame around the resulting effect, have put many a man into the art galleries.

"What does it all mean? Simply, that to define a space or form we must give it a *boundary*, and line is the simplest method ever devised to do it.

"Since all form must have an edge, it would be hard to draw a line that does not suggest the edge of something. Maybe a half circle is a sun or an igloo to some, but to me it is more often a *bald head!* Such is line."





Meet an Ottawa, Ontario

GOVERNMENT WORKER

MERILYN WALKER is a graduate X-ray technician who's working as a research technician in the thermo calibration division of the National Research Council. Merilyn represents more than 65,000 government workers in Canada's booming capital.

Look at the facts:

- A $2 million shopping centre is now under construction to serve 1,650 new-homes in South-east Ottawa.
- An outlay of $10 million by the Federal District Commission will be the initial cost of re-locating Ottawa's downtown railroad system.
- A new $60 million housing, commercial and industrial development has been announced for Ottawa's West-end.
- A new $10 million span across the Ottawa River into Hull has been approved and is now in the final planning stages.

All in all, industrial, commercial and government expansion planned for Ottawa over the next few years is nothing short of staggering.

These tremendous expansion plans are just a few of the many good reasons why the City of Ottawa proper, plus neighboring Hull, Quebec, with combined populations of 362,400 can now boast a retail sales figure of $325,422,000.*

To sell this wealthy market you must use the Ottawa Citizen . . . the paper the people know and trust. The Citizen now boasts a hard-selling circulation of over 70,000.

FREE MARKET INFORMATION

Ask your Southam representative for a free booklet, featuring complete, up-to-date market information.

**Sales Management, 1958*

OTTAWA *Citizen* **HAMILTON** *Spectator* **NORTH BAY** *Nugget* **WINNIPEG** *Tribune*
MEDICINE HAT *News* **CALGARY** *Herald* **EDMONTON** *Journal* **VANCOUVER** *Province**
*Published for Pacific Press Ltd.

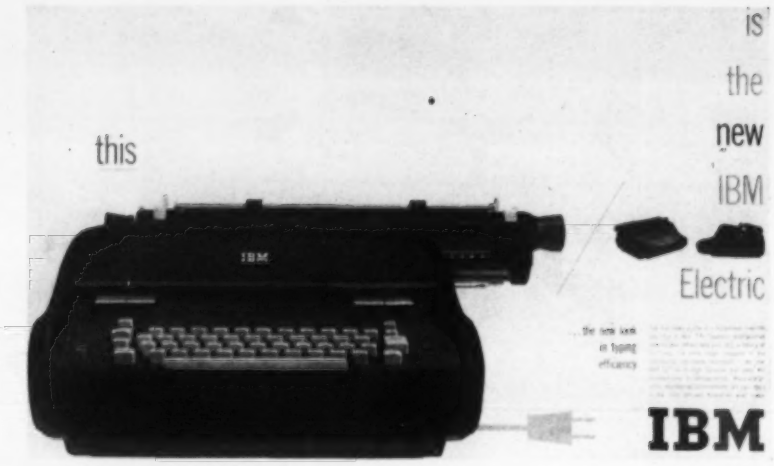
TORONTO—The Southam Newspapers, 388 Yonge St., K. L. Bower, Manager
MONTREAL—The Southam Newspapers, 1070 Bleury St., J. C. McCague, Manager
GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill, London E.C. 4, England
UNITED STATES —Cresmer & Woodward Inc. (Can. Div.), New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta

IN CANADA YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

From an Art Director's Viewpoint . . .

Time, Sound and White Space



By Andy Armstrong

While many of television's positive technical advantages for advertising are watered down by its shortcomings, it outshines printed advertising with one important gimmick. Because of its additional dimensions, television can hang more emphasis on a word or word group than is possible on a page.

Andy Armstrong

Television's extra dimension of time makes room for the stressing pause before and after the story element singled out for special importance. Television's extra dimension of sound can as effectively give stress through a change of tone.

It is hardly news that print cannot make use of the time factor, since all parts of the printed message must appear at once. Hence, in theory, at least, print can have no pauses. As for change of tone, the noodling of type styles and sizes was thought adequate before television came, although such handling never more than half succeeded in getting the tone-change effect. Type variation now looks feeble indeed, against voice modification and supers.

▪ Lacking time and sound, then, as tools for stirring to the top the most succulent morsels in a copy stew, the man who has grown expert in writing television may feel hog-tied when he turns to print.

Print, however, has a trick left up its sleeve, to create pauses and tone changes —a trick that is obvious but often overlooked. Through the precise placement and isolation of a copy element in white space, the reader's attention can be focussed and compelled to linger in that particular neighborhood. As water frames the stone dropped into it, white space can frame the word or phrase, approximating for it the silence of television's pauses before and after, and giving this copy element a distinct tone of its own.

IBM has brought about this effect of framing pause and separate tone by placing a single pronoun in a precise relationship, correct to the last millimeter with the pictured noun it stands for. The staging of "*this*" loads it with an implication more explosive than any string of laudatory adjectives. The size, style and position of the single word gives it a meaning exactly synonymous with the monumental product it refers to.

▪ The IBM layout is proof that the printed word can go a long way toward competing with the spoken word in advertising. It demonstrates with intelligence and artistry that the absence of time and sound in print can be an advantage in the proper hands, rather than a drawback. It should lift the migraine of anyone who feels he is denied the elbow room of television's extra dimensions. #

Tips for the Production Man . . .

Too Young, Too Old

By Kenneth B. Butler

Anyone devoting any amount of time to a study of antiques (my own weakness is the restoration of early automobiles) soon becomes aware that there is a deadly "in-between" period in which an item is no longer capable of competing in the contemporary market but, on the other hand, not yet ancient enough to have gained nostalgic charm or historical stature.

This rule seems to apply to type, too.

▪ At the moment, for example, there is considerable interest in typefaces of the 19th century. At every turn you see Jim Crow, Old Bowery, Comstock, the Tuscans, the Romantiques, Gold Rush, Playbill, P. T. Barnum (French Clarendon), and Old Lace (Francaises Blanche). These endearingly overbearing monstrosities are, in fact, being utilized not only where an antique flavor is sought but also as ornamentation in routine contemporary display.

Futura Black
Ultra Modern Bold
BOUL MICH*
Broadway, 306J
BROADWAY ENGRAVED
CUBIST BOLD
GALLIA, 313J*
Modernique
Nubian

No less flavorful and distinctive than these now popular dandies are the designs of the late 1920s and early 1930s—faces like Broadway, Modernique, Boul Mich, Cubist Bold, and Ultra-Modern—yet nobody-who-is-anybody in the graphic arts field is flirting with the type oddities of that era.

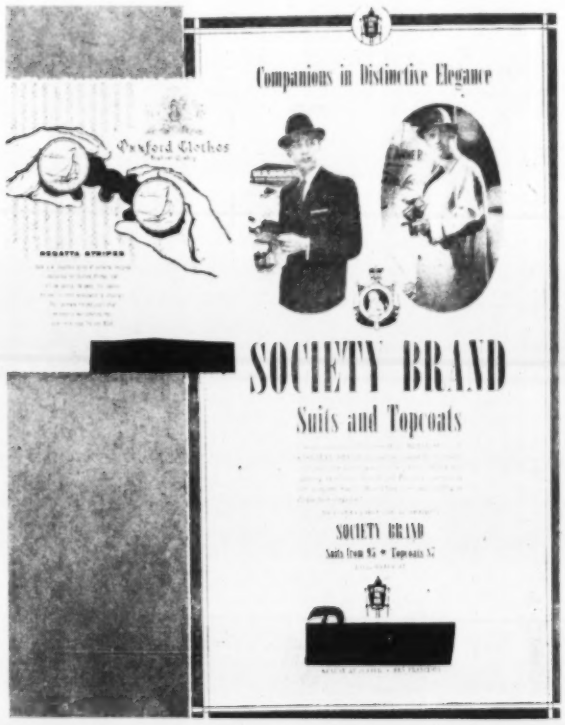
I won't accept, either, the argument that these later designs are of quality inferior to those which are now being so fervently recalled. I'm afraid it simply a severe case of "in-between-itis."

I'll even stick my neck out and suggest that 20 years from now (or just about the time the last hold-outs among typesetting houses have junked their last fonts of Braggadocio), ATF will heed the "rush" call from Madison Ave. and persuade Freeman Craw to draw up the designs for Craw Broadway, Craw Modernique, and Craw Boul Mich Engraved, or Craw Cubist Bold Extralight Extra-extended.

▪ So, hang on to that type, boys. It may look pretty awful at the moment but, mark my words, the day will come when the quarantine sign will be removed and ad agencies will again "ooh" and "ah" over Newport, Hollywood, Modernistic, Gallia, Chic, and Novel Gothic. After all, if Cheltenham can come back, anything can happen. #

Learning from the Retail Ads . . .

The 'We Ignore the Prospects' Ad



By Clyde Bedell
(Mr. Bedell is a consultant in creative advertising and advertising training.)

This ad at the left is not an ad for binoculars. It only looks like it. It is an ad for men's clothing, but the manufacturer (I suppose) who provided this ad for stores to waste their money on, thought men with $250 to pay for a suit are more interested in a pair of binoculars than in good clothes.

For $250 you ought to be able to get a pretty good suit. It should be handsome indeed—and should do a lot for a man. It should fit superbly and be the last word in comfort. Even the man who spends $250 for a ready-made suit wants value. What is the value to the logical prospects for such clothes as these?

▪ Is it partly the "hand," the "feel" of the luxurious fabrics? This ad mentions the "elegance" that "enhances the quiet correctness" of the stripes in the fabric. The colors are unusual and blended, but it's a secret whether they're grays, browns, blues, or something else.

If it were as easy to sell suits at $250 as this ad suggests, clothiers would make a lot more profit a lot easier.

Whether a man pays $39 for a suit or $250 he wants better appearance; comfortable, right fit; and value. Value to one man may be long wear and holding a press; to another it may be the exclusiveness of a fabric that feels as though it would melt in your hand.

Advertising can't earn its way unless it sells in terms of what men want—interestingly, persuasively, and fast. Fast in terms of getting the essential message off the printed page—without benefit of distractions like binoculars.

▪ The ad at the right is another manufacturer's mat, I would guess. Can you imagine any friend of yours telling you that he likes his new suit because "it has Distinctive Elegance?" It's apparently why men should buy this clothing because the body copy winds up the same way. The clothes are "outstanding in distinctive elegance." (This is on a line with Cadillac's "motoring majesty.")

Life must be very unreal to many of the people who create ads. They live in wordy wonderlands, where cliches grow like sweet peas—and to be trite is to be trenchant. Just what kind of men read the pitiful clothing ads from cloistered agency copy cells? If these are *not* manufacturers' mats, I apologize to the manufacturers and extend them my sympathy.

Advertising people are well paid. But it is apparent many of them are too poor economically or intellectually to read even one good book that teaches the elementary approaches to copy that sells. #

YOURS FREE!
A reproduction in full color of the year's most unusual oil painting...
"WASHINGTON SQUARE"
(A PROTEST)
BY WILL JONES
LIMITED OFFER!
Write: The Minneapolis Star and Tribune for your copy

What makes a newspaper great?

Ever wonder how it would feel to chuck the job and mortgage, leave the wife and kids, move to Greenwich Village and become a struggling artist?

Don't stir from your easy chair. Reach for the Minneapolis Morning Tribune and let Will Jones live your suppressed desires for you.

Catering to oddball whims (his readers', his friends' or his own) is a specialty of this owlish Minneapolis Tribune writer who reports on entertainment, food, hot jazz and the lighter aspects of culture from a daily column improbably located next to the Tribune's classified section.

Jones is recently home from a ten-day struggle in Greenwich Village that produced a series of personal adventures unique in the annals of art, plus a wet oil painting of such stupefying color and composition that sensitive eyes around New York's Washington Square still water at the memory.

Jones completed his masterwork in one afternoon on a Village sidewalk against odds that would stun a lesser artist. Park-bench loungers, passers-by, kids, cops, existentialists and plain bums paused to comment, criticize or interfere, supplying Jones with enough hilarious material to stuff a half-dozen columns for the folks back home. Excruciated art dealers to whom Jones blandly offered the dripping canvas for sale unconsciously volunteered more fun. Side trips to a "Beat Generation" poetry reading, a tryout for an off-Broadway stage role and a typical Village party attended by typical Village types helped to round out a series of Big Town adventures that earned Jones front-page readership for his back-page slot in the Minneapolis Tribune.

Assignment of specialists like Will Jones to the serious job of being entertaining as well as enlightening is part of a continuing effort to produce stimulating, well-balanced newspapers with the fresh and lively "home town feel" that earns for the Minneapolis Star and Tribune the regular readership and responsive regard of a whole region—the 3½ state Upper Midwest area.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

635,000 SUNDAY · 500,000 DAILY

JOHN COWLES, *President*

Copr., 1959, The Minneapolis Star and Tribune Co.

The Peeled Eye Department . . .

How Odd Can You Get?

By Dick Neff

Odds Bodkins

Bern Klepper tells of seeing a sign in a 42nd St. bra and corset store reading: "CLOSING OUT ON ODDS AND ENDS." Says Bern, "I was just wondering how odd you can get."

Dick Neff

Well, we'll tell you, Bern. In the fashion business you can get as odd as a green poodle. For example, you can even advertise ladies' blouses—and not second-hand ones, either—with a sign in the box reading KLOPMAN WAS HERE.

What's more, the ladies will probably snap them up, bless their dear confused little hearts.

And with KLOPMANSHIP magic upon his fabulous Dacron® and cotton for this beautiful blouse

KLOPMAN MILLS • 480 SEVENTH AVENUE, NEW YORK

Ear-resistible

We can't figure out from this Pard ad whether (a) the dog is unusually literate and an avid reader of dog food labels, (b) the manufacturer is attempting to make the point that his product has all

the nutritious and dog-attracting qualities of a human ear, or (c) the boy, having broken the dog's dish, simply stuck some Pard in his ear.

In any case, we recommend to the lad who is getting the free ear-laundering that he either open that can fast or switch to Bow-Meow, the dog food that smells like cats.

Should You Use Your Clients' Products?

An executive of a leading agency, discussing whether or not agency employes should use clients' products, is quoted in ADVERTISING AGE as saying that he has a "pet hobby" in this area:

"When I visit the homes of my friends, I go to the bathroom and poke around in the medicine cabinet and see if they have Colgate dental cream. If not, I throw away whatever it is they're using and send them a tube of Colgate. I've been doing that for nine years."

Should turn out to be a pretty interesting hobby if they take an automobile account.

Yum-Yum, Slurp-Slurp Department

As a *bon vivant* who loves titillating treats—liquid or dry—and loves a well-turned, appetizing bit of nomenclature in the field of comestibles and potables, we are delighted to learn that there is a product called Dry Fly Sherry ("a gracious welcome to your guests") and are looking forward to serving it to *our* guests, with Tanglefoot Flypaper coasters.

Ad-ecdote Department

A copywriter who had been with an agency only a short time before seeking employment elsewhere, gave this beautifully simple explanation when cross-examined about his brief tenure there: "It's not me that's unstable—it's the agency!"

We are grateful to a friend of his, Gil Collins, a fine and stable copywriter in a fine and stable agency, for passing along this goody. Why don't all you other folks out there in ad-land loosen up, too, and send along some of those stories and *bon mots* you hear? #

What They Were Saying 25 Years Ago . . .

Henry T. Ewald, president of Campbell-Ewald Co., in an Advertising Age interview (AA, Feb. 3, 1934):

"You can't advertise a poor automobile, or a poor product of any kind, successfully today, no matter how much you spend for it. I put 'product' first in writing the formula for successful merchandising.

"Next in importance is sales management and distribution. A very good product must inevitably fail to achieve permanent success if it lacks proper sales direction.

"Advertising, then, is third in importance but it is an absolutely indispensable part of the merchandising plan. No product, no matter how good, can be sold today—and kept sold—without advertising, advertising that commands public respect and acceptance, along with unquestioned trade prestige . . .

"One of the things advertising needs is a realization that the interests of business come first. There is no solid merchandising success that is just an advertising success—advertising is simply the tool which business uses to achieve its objectives. I prefer to regard myself as a business man specializing in advertising rather than as just an advertising man."

William E. Holler, general sales manager of Chevrolet Motor Co., announcing a new merchandising policy (AA, Jan. 27, 1934):

"We are going to take the blinders off the order blank. We are going to let everyone know exactly how much his car will cost him delivered in front of his door. We are going to show exactly what makes up the difference between the list, or f.o.b. price, and the final delivered cost.

"The man who buys an automobile will thus be spared the unpleasantness of discovering that the ultimate cost was considerably above his first expectation."

H. A. Lyon, vp of Harold F. Strong Corp., addressing the New Jersey Bankers Assn. at Trenton (AA, Jan. 27, 1934):

"We shall all have to concede that the 'thumb to the nose' attitude with reference to bankers has been on the increase. This is unfortunate and can be blamed on but one group, the bankers themselves. . .

"The bankers have a perfectly sound, logical story to tell. True, that story will not be accepted immediately because of the background of suspicion which has been let go too long, but we ought not to let suspicion go further. We should start today to tell our own story through advertising, and make up our minds that it will not be accepted except it be done truthfully, sincerely and simply over a long period of time."

'Pests and Incompetents' . . .

Editor Flays PR Men Who Follow Up Mailed News Release with Telephone Call

Here is a scathing denunciation of one of the worst annoyances that beset newspaper and publication editors—needless telephone calls from public relations men. It comes from Denny Griswold, publisher and editor of Public Relations News, a weekly newsletter for public relations men, who led off with this strongly worded protest in a recent issue.

By Denny Griswold
Publisher and Editor,
Public Relations News

The entire public relations field continues to lose the good will of editors because a number of pr practitioners—including veterans—persist in phoning to say, "Did you get the material I sent? I want to make sure it was delivered."

Once in a while, mail does go astray. But it's a better than a million-to-one shot that a letter, properly addressed and return-addressed and carrying adequate postage, will not get lost. Unless the caller has some legitimate reason for phoning (important change in the facts, new developments which make the story more newsworthy, accident to the plane or train which carried his release, etc.), the editor can assume only one thing: that the call is a stupid, transparent effort to get special attention for his story.

■ Although we have frequently warned against this practice over the years, it still continues; and so do the complaints of our editorial friends. To these we add a few cries of anguish of our own. This week your editor was phoned by a pr-staffer of one of the country's biggest chemical companies. We were asked whether we had received a certain release and were told that the company "would appreciate seeing the story in print." What editor runs an item just for "appreciation" from the sender? And it was wasteful as well as irritating. The story was newsworthy and had already been accepted. . . . Other inexcusable calls last week: a publicist wanted to know if we would send him "clippings" of his story and *when* (not even *if*) the story would appear; a pr counsel wanted to "drop over and explain" the release he'd sent; and a pr vp asked to bring his story over in person "to be sure it reaches you."

Particularly irritating to the editorial fraternity is to receive a piece, brought by a messenger who demands a signed receipt, and then get a call asking if the material has been received. The pet peeve of the editor of one metropolitan daily is the pr man who sends the same release to four separate members of his department and calls each to make sure it arrived. A western editor points out that his paper's business and financial departments receive about 400 *releases a day*. He quips that he's going to have calls answered with a record chanting, "Yes, we got it!" Financial and business news editor John Forrest of the *New York Times* tells us that nearly 15% of those who send releases follow them up with phone calls. His harassed secretary adds: "Just this morning I had to handle 20 such calls! And each was from a professional who should have known better."

■ What the offenders apparently fail to realize is that editors just don't pick up piles of mail and throw them into the wastebasket. There is no task they enjoy more than to dig into their daily stack of releases and letters. Every one of them is eagerly searching for good stories and every day hopes he'll be rewarded for digging through the mountain of mail by unearthing a few nuggets of news. And when he sees something good, he recognizes it as such—without the aid of a phone call!

Sometimes we hear pr executives complain that they have difficulty reaching editors by phone. We can guess why. Almost without exception the complainants are long-winded, prone to send out puffs in the guise of news or break faith with editors (by issuing misleading information, offering a non-exclusive as an exclusive, etc.), inconsiderate as to timing their calls, or habitual did-you-get-my-release phoners. Editors are one of the easiest groups in the world to reach by phone, but they are also noted for long memories and the ability to maintain mental blacklists of pests and incompetents. #

need an ADMARK man ?*
I know
ADvertising - MARKeting
*(expensive)
new york BRyant 9-4845

BIG WANT AD—*This outdoor poster in Detroit and six other cities got Richard C. Page a job in the motor capital.*

Outdoor Campaign Finagles Job for Available Adman

DETROIT, March 17—If some 6,000 letters and 1,250 resumes of your background don't land you a new job in advertising, it's time to try something different.

At least that was the conclusion of Richard C. Page, who departed from Campbell-Ewald Co. last July after acting as an executive on the Goebel Brewing account.

He used some fast footwork in contacting friends in the outdoor advertising business, found some available space that could be negotiated on an "experimental" basis—that is, for free—and had this job-seeking endeavor presented coast-to-coast. His boards appeared in New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle and Portland.

The picture shown here is the board that appeared for a month in Detroit. Besides Walker & Co., General Outdoor Advertising Co. and Foster & Kleiser contributed to Mr. Page's job search.

■ The Detroit board was the one that finally resulted in Mr. Page's new position—by pure coincidence, teamed up with another former Campbell-Ewald man, Marshall Templeton. Mr. Templeton set up his own company in Detroit, dealing in research and marketing, formerly his activity at the agency. Mr. Templeton, one of 150 who responded to Mr. Page's billboard advertising, did not know the identity of the man he was seeking.

"I just thought that anyone using that unusual approach probably would be the kind of fellow I was looking for in our new operation," he said.

Mr. Page used newspaper advertising, trade paper advertising and some direct mail before taking up the outdoor approach last November. Outdoor men could not recall a like "job wanted" approach through their medium. #

Seek to Form Erie NIAA Unit

A group of 14 admen met last month in the first move to form an Erie, Pa., chapter of National Industrial Advertisers Assn. John B. Clark, Erie manager of Lando Advertising, Pittsburgh, organized the meeting to review with Robert Griffiths, NIAA staff representative, the advantages of a local chapter.

National Outdoor Buys Capitol, Expands Quarters

National Outdoor Advertising Co., Oklahoma City, has purchased Capitol Outdoor Advertising Co., same city, for a reported $300,000. Involved in the transfer from Capitol, which had operated for 20 years, were approximately 150 painted bulletins and 300 poster units.

Coinciding with the buy, National has just completed the enlargement of its present quarters, nearly doubling it in floor space. Plans are already under consideration for additional expansion.

Chemical Compounds Names Rogers & Smith for STP

Chemical Compounds Inc., St. Joseph, Mo., has appointed Rogers & Smith Advertising Agents, Kansas City, to handle advertising for STP, a German-developed motor oil additive which Chemical Compounds distributes in the U. S., Canada, Mexico and South Africa. The company had no previous agency.

If you want to sell more **toiletries,** go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's idea-hungry readers are spenders, too. In a recent study, more readers of Better Homes and Gardens than of any one of the major women's magazines had bought deodorants, face creams and powders, hand lotions, headache remedies, home permanents; lipsticks, razor blades, shaving preparations, shampoo and tooth pastes in the past 2 weeks!*

*Look-Politz Study, 1958

During the year ⅓ of America reads **BH&G** . . . the family idea magazine

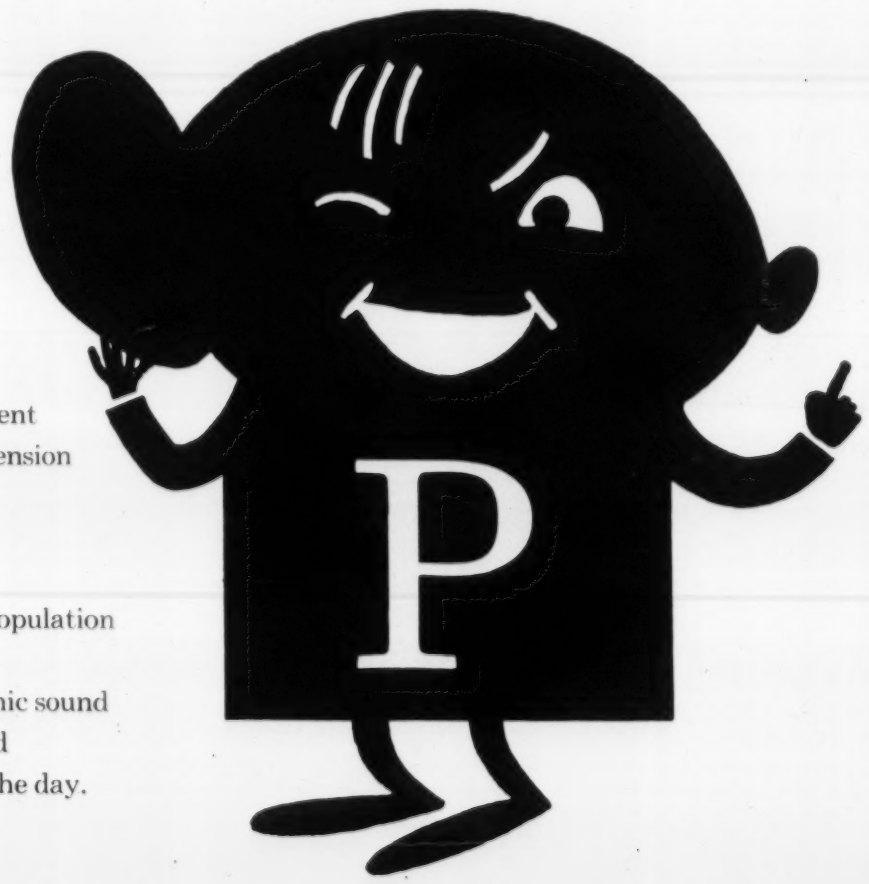
"P" Points out proudly
A momenteous occasion.
There's a **NEW** Foreground Sound
For consumer persuasion.

In Greater Los Angeles,
hundreds of thousands
of radio dials
are tuned
to a vibrant new sound.

It's the fresh, animated
Foreground Sound of
Radio 93, KHJ, Don Lee.

This important development
adds an entirely new dimension
to selling with radio.
Its bright, new appeal
is geared to reach
the entire adult buying population
in America's 2nd Market
with a compelling, dynamic sound
that will keep them tuned
to Radio 93 throughout the day.

Hearing is believing.



KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

Listen to it!

Educational, Commercial TV Share Same Channel

Commercial station WILX-TV and Michigan State University's educational station WMSB have opened for operation sharing the same television channel—vhf Channel 10, East Lansing. WILX-TV, an NBC affiliate with studios in Jackson and Battle Creek, will lease the university's transmission equipment. The university said this is the nation's first combination educational-commercial tv operation on a shared-time basis.

WMSB will offer 38½ hours of educational programming weekly. The schedule includes 9:30 a.m. to 2 p.m. Monday through Saturday, 6 p.m. to 7:30 p.m. Monday through Friday and noon to 4 p.m. Sunday. WILX-TV begins its programs at 7 a.m. Monday through Friday, 2 p.m. on Saturday and 4 p.m. Sunday. Sign-off time each night is about 1 a.m.

Columbus, Ohio Newspaper Strike Ended . . .

Columbus Dispatch

and

Ohio State Journal

are being printed again!

Wire, call or mail your advertising orders now!

34 S. Third Street, Columbus 16, Ohio Phone: CA 1-1234 Teletype CL 471

Attractive optional combination rate (evening DISPATCH & morning JOURNAL) available

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power... The DISPATCH has the selling power

The Columbus Dispatch

From the House of Ideas...

IDEAS THAT SELL . . . at the point-of-sale

FLUORESCENT ATTRACTION...WITH ACTION

A leaping oil can animates this impulse-sale stimulator for Shell Oil. The X-100 can, jumping on motor activated springs, draws eyes to a quick message emphasized by fluorescent colors. Raised by a box base above any surrounding items, here's a display that stands out in service station windows. For displays with action to attract and activate consumers, call Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Nielsen Network TV

Two Weeks Ending Feb. 21, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	19,580
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,172
3	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	16,720
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,104
5	Maverick (Kaiser, Drackett, ABC)	15,884
6	Perry Mason (Several sponsors, CBS)	15,884
7	Danny Thomas Show (General Foods, CBS)	15,840
8	Perry Como Show (Several sponsors, NBC)	15,444
9	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,356
10	Cheyenne (American Chicle, Chesebrough, ABC)	14,916

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	45.3
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.9
3	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	40.1
4	Maverick (Kaiser, Drackett, ABC)	37.8
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.2
6	Perry Mason (Several sponsors, CBS)	37.0
7	Danny Thomas Show (General Foods, CBS)	36.6
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	36.5
9	Cheyenne (American Chicle, Chesebrough, ABC)	35.8
10	Perry Como Show (Several sponsors, NBC)	35.7

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,380
2	Wagon Train (Ford, National Biscuit Co., NBC)	16,544
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,444
4	Danny Thomas Show (General Foods, CBS)	14,916
5	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	14,564
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,300
7	Maverick (Kaiser, Drackett, ABC)	13,860
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	13,464
9	Dick Powell's Zane Grey Theater (S. C. Johnson, General Foods, CBS)	13,288
10	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	13,288

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	38.3
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.7
4	Lucille Ball-Desi Arnaz (Westinghouse, CBS)	34.9
5	Danny Thomas Show (General Foods, CBS)	34.5
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	34.0
7	Maverick (Kaiser, Drackett, ABC)	32.9
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	31.8
9	Dick Powell's Zane Grey Theater (S. C. Johnson, General Foods, CBS)	31.1
10	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	30.6

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

Courier BUFFALO EXPRESS

The Rockefeller report, the second in a series on important national questions, was entitled

You Can't Sell the Whole Buffalo Market without this Coverage

There are 9 *cities* in Western New York, with populations ranging from 9,415 to 101,022, beyond the limits of ABC Buffalo. They are important, self-sufficient communities housing 87,009 families which must be sold for the success of merchandising programs centering in Buffalo.

The *Morning* Courier-Express has 47.4% more circulation in these 9 cities than any other Buffalo newspaper. The *Sunday* Courier-Express — the state's largest newspaper outside of Manhattan — has 144.3% more.

You can't sell the Buffalo Market completely without this coverage — one of many reasons why your advertising belongs in the Courier-Express. Use the daily edition for economy — Sundays for saturation.

ROP COLOR available both daily and Sunday

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

Member: Metro Sunday Comics and Sunday Magazine Networks

Representatives: Scolaro, Meeker & Scott

Pacific Coast: Doyle & Hawley

SWEET NOILLY PRAT—*This ad for new Noilly Prat sweet vermouth marks the first time Browne-Vintners has used a woman in its American advertising. It will appear in Esquire, Gourmet, Sports Illustrated, The New York Times Magazine, and The New Yorker. Lawrence C. Gumbinner Advertising Agency is handling.*

Restaurateurs Seek New Fee Terms from Credit Card Services

MILWAUKEE, March 18—Representatives of restaurant associations in eight midwestern states agreed at a meeting here on a basic program covering credit card use.

Attending the one-day session were secretaries of associations in Michigan, Minnesota, Iowa, Indiana, Illinois, Ohio, Nebraska and Chicago, as well as Wisconsin.

The group agreed that most restaurants are unable to pay the 7% fee the representatives said is required by most credit card agencies. They held that restaurateurs' total profits were only 3% to 5% on sales.

■ The Wisconsin Restaurant Assn. announced late last year that a 5% service charge would be added to restaurant checks paid through credit card companies.

A number of restaurants refused to go along with the service charge, however, and the plan was discussed at a subsequent meeting. At that session, 28 of 30 members present voted to discontinue credit cards entirely. #

New Tough Trading Stamp Law Introduced in Maryland

A bill to tighten trading stamp controls in Maryland has been introduced in the state's general assembly. The bill contains a provision requiring trading stamp companies to post bond with the state in amounts determined by the gross income.

Other provisions in the bill (1) require the fixing of a cash value on trading stamps making them redeemable in cash; (2) require detailed reports on management and operations from trading stamp companies to the secretary of state and (3) prohibit suspension of trading stamp operations without at least 90 days' prior written notice to retailers and the secretary of state.

Lowe Personnel Agency Moves

Lowe Agency, New York, personnel agency specializing in the advertising, publishing and research fields, has moved to larger offices at 2 W. 45th St.

Ads Sell More in Sioux City!

Productive advertising starts with a productive market . . . and Sioux City's Billion-Dollar Siouxland Market is right on top of the list. Want sales results from your advertising? . . . Then be sure your schedule includes Sioux City, Iowa.

LOOK WHAT'S HAPPENING IN SIOUX CITY

RETAIL SALES UP 14%
CONSTRUCTION UP 16%
BANK CLEARINGS UP 24%
LIVESTOCK RECEIPTS UP 20%
. . year 1958 compared to 1957

When it comes to selling Siouxland's 833,600 people with their $1,208,310,000 effective buying income . . . Nothing does it like the Sioux City daily newspapers! Sioux City's dailies give you 100% coverage of metropolitan Sioux City; 94% coverage of the 4 adjacent counties; 76% coverage of the 12 county primary market and dominant coverage of the entire 49 county Siouxland area.

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING EVENING SUNDAY

FULL R. O. P. COLOR available for maximum sales impact

NATIONAL REPRESENTATIVES—JANN & KELLEY, INC.

as the second decade of WTVJ service begins

3 MORE HONORS...

1. *Freedoms Foundation George Washington Honor Medal—Public Service Programming.*
2. *Radio & TV News Directors Association—Continuous Daily Editorial.*
3. *Encyclopedia Britannica-University of Missouri—Best News Film.*

AS WE BEGIN OUR SECOND DECADE of operation, we are particularly proud of the recognition which we have received from our efforts to be of service to the South Florida community. 1,296 citations have been awarded WTVJ for civic service during 10 short years.

BY EVERY MEASURE, WTVJ IS FLORIDA'S LEADING STATION!

- Largest total coverage and the *only* unduplicated network coverage!
- Consistently #1 in *every* rating survey taken in the fabulous South Florida market by ARB and Nielsen.

See your PGW colonel

WTVJ

SOUTH FLORIDA
CHANNEL 4 CBS

Represented Nationally by: Peters, Griffin, Woodward, Inc.

Harry Billerbeck Leaves Humphrey, Alley & Richards

Harry M. Billerbeck, vp, media director and a director of H. B. Humphrey, Alley & Richards, which merged recently with Reach, McClinton & Co., New York (AA, Dec. 8, '58), is leaving the agency April 1. His future plans have not yet been determined.

The Humphrey offices, at 370 Lexington Ave., New York, have been closed, and all personnel has moved into Reach, McClinton's office at 505 Park Ave.

Goebel Ads Push Comeback

Goebel Brewing Co., which lost heavily in sales during a seven-week strike last year, has boosted its 1959 ad budget by $250,000 to help regain its former position. Announcement of the increase came from Leroy J. Anderson, who became president of the brewer a week ago. Campbell-Ewald Co., Detroit, is the agency.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Berates Bedell's Criticism of Trading Stamps: S&H's Hirst Cites Their Worth as Basic Tool

To the Editor: We were interested to see one of the Sperry & Hutchinson Co. ads on Page 76 of your Feb. 2 issue in a column by Clyde Bedell. Since the column was headed "Learning from the Retail Ads," we were hopeful that the critique of our ad by Mr. Bedell, whom you list as a consultant in creative advertising training, would be helpful to us. We soon learned, however, that this was not a critique of our ad but an emotional and uninformed diatribe against the trading stamp business.

Because we have always tried to improve our business since its inception 63 years ago, we were hopeful that such an outstanding consultant in creative advertising and advertising training would have something interesting to say.

Unfortunately, Mr. Bedell expressed ill-founded propaganda which is stock material for our commercial opponents; therefore, his column was not based upon any factual information as developed by either proponents or opponents of trading stamps, so far as I can tell.

He said that trading stamps are a "curse to the retail economy" and that they are "a little like a virulent disease." If Mr. Bedell means that the industry had an outstanding growth in the past ten years and has been adopted by 200,000 merchants who continue to give stamps because stamps have benefited their retailing programs, I think this is true, but we don't like the way he chose to convey the facts. These merchants are free to keep or get rid of trading stamps as they see fit.

Mr. Bedell says that some stores adopt stamps because "some women believe they are getting something for nothing—which they are not."

According to ADVERTISING AGE of the previous week under the headline, "Stamps Actually Do Save Money for Mom, Department of Agriculture Discovers":

". . . The department's experts had set out some time ago to find out who bears the cost of trading stamps. Somewhat to their own surprise, they found that housewives who save stamps really are getting a break. The merchandise they earn is worth a lot more than any special increment which the merchant adds to his price."

■ Mr. Bedell says that when a whole group of stores are using trading stamps, it becomes obvious to all that no one is any better off than he was before. Here again Mr. Bedell does not have the proper facts. As Mr. Bedell should well know, no retailer in his right mind will do the thing that all the other retailers are doing. There is no market in the U.S. where all merchants are giving trading stamps, just as there is no market where all merchants are using tv advertising or all merchants are using newspaper advertising. Each merchant develops the marketing mix that is the most successful for him.

Mr. Bedell says that "the only people who make money out of stamps in the long run are the stamp outfits." If this were true, it would be ridiculous to think that all merchants that give trading stamps would continue to give them, just as it would be ridiculous to think that all merchants, in any particular field, would all use one advertising medium. Like any good U.S. company, S&H makes only a modest profit and in the process moves millions of dollars into the stream of American commerce.

Mr. Bedell says that "local retailers and other customers pay all the cost and get nothing in return." Mr. Bedell should read the U.S. Department of Commerce report, U.S. Department of Agriculture report, the book "Trading Stamps," by Prof. Harvey L. Vredenburg, and the book "Trading Stamp Practice and Pricing Policy," by Drs. Albert Haring and Wallace Yoder, and all the other impartial research projects on trading stamps that have been conducted in the last few years. Here again they all point out a basic fundamental—that trading stamps, like any other promotional tool, will be successful only as long as they do return something to the person that pays for them.

■ It seems to us here at S&H that, if ADVERTISING AGE wants to run an article criticizing trading stamps, ADVERTISING AGE has every right to do so. But it seems that ADVERTISING AGE or anyone writing for it, also has a responsibility of getting the necessary background in the field being treated.

Lee Hirst,
Manager, Public Information, Sperry & Hutchinson Co., New York.

• • •

First, Last and Always: Increase Client's Sales

To the Editor: Tom Sergi's letter (AA, March 2) misses the point of Leo Burnett's now famous memo to his staff. The gist of Mr. Burnett's message is that the existence and growth of an advertising agency depends entirely upon the agency's ability to increase sales of the client's product. Purchase of the client's product by agency personnel—*when there is no real preferential or economic reason not to buy it*—is one important and direct way to increase sales of the product. Therefore, it is logical to assume that intelligent employes will buy the client's product, everything else being equal, since it is obviously in their own interest to do so.

This logic has nothing whatever to do with our rights as free-thinking individuals, and our right of free choice. It has everything to do with what the agency (and its personnel) is in business for: to increase sales of the client's product first, last, and always.

Mr. Burnett's message, therefore, boils down to plain common sense.

Gordon Hearne,
Account Executive, C. J. LaRoche & Co. Inc., Hollywood, Cal.

•

Here's an Independent

To the Editor: I am a bubblehead! I don't care a bit for the aroma of bread and butter. I just know that I can be independent and have a right to use whatever brand I want. I don't have to do anything but my job and be my own sweet little self. My head is so swelled that I don't even realize

that you, Mr. Burnett, can just squeeze your fingers together and "poof" I'm gone. Then, darn, the world is against me.

It doesn't matter whether you use my name or not. I am already unemployed and the world is already against me. If you don't use this, please forward it to Mr. Burnett. Thank you.

Irene Grenier,
McHenry, Ill.

The writer refers to Leo Burnett's memo to employes (AA, Feb. 9) about client loyalty.

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FTC Reprints AA on Work of Bureau of Consultation

To the Editor: The story in your last March 2 issue written by Stan Cohen on the work of the Federal Trade Commission's Bureau of Consultation was much appreciated. It was an accurate account of the facts and brought attention to this little publicized phase of the commission's work.

It would be appreciated if we

From the House of Ideas...

IDEAS THAT SELL... at the point-of-sale

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COMPELLING... TELLING... SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

PHOTOENGRAVERS
Collins Miller & Hutchings Inc.
AMERICA'S FINEST PHOTOENGRAVING PLANT
333 WEST LAKE STREET • CHICAGO 6

could have your authority to make a reprint of the article here at the commission. This reprint would be on a single page and would be used to provide students and small-business men, etc., with information concerning our voluntary procedures. The reprint would be given out only on request and would not be sent to a mailing list.

In other words, people come to the commission and ask general questions about it. We can provide them with the official rules, annual report, etc., but it occasionally helps to be able to give them additional information such as is contained in the article that Stan wrote...

S. F. Stowe,
Director of Public Information, Federal Trade Commission, Washington, D. C.

• • •

'Reader-Action' Is Conover-Mast's Title

To the Editor: May we congratulate you on the very excellent feature of your Feb. 16 issue—"1959 Readership Study Schedules." It is conveniently arranged and will be of much use to us, and we are sure, to others.

We notice you have included reference to the Conover-Mast Reader Rating" method. In the future in referring to this will you kindly mention it as the "Conover-Mast Reader Action" method.

Primarily it consists of obtaining information from our readers—through Starch interviewers as to the impact of various advertisements, with particular reference to action taken.

Enclosed is an explanatory memorandum.

As shown in your Feb. 16 feature, Conover-Mast Reader Action Studies will be applied initially to four issues of *Purchasing:* Feb. 16, May 25, Aug. 17, and Nov. 23 issues.

Arthur H. Dix,
Vice-President in Charge of Research, Conover-Mast Publications, New York.

• • •

Good Company

To the Editor: Washington, Lincoln and Greenberg are featured in this advertisement discovered in a Florida newspaper (*Palm Beach Post*) by Tom Kil-

bride, account executive here at Knox Reeves.

Realizing that a copy supervisor never gets to Florida in the winter time, Tom referred this clipping to me.

I'd like to share this pioneer ad with all other creative men. Makes you think . . .

Frank S. Miller,
Knox Reeves Advertising, Minneapolis.

• • •

Bad Research Reflects on All of It, Writer Says

To the Editor: I hasten to the defense of Wes Rosberg (who doesn't need much help) whose remarks about business paper research, as quoted in AA Jan. 6, were attacked in a letter from John Farley in the "Voice" columns of March 2.

Not only do I agree that "there isn't one in 1,000 pieces of research done by trade publications that could pass muster with the technical committee of the ARF," I think that Wes was being generous with his arithmetic.

This is not to say that any of this research is deliberately dishonest, or that the findings are not reliable. It's just that so much of it is sloppily conducted and naively interpreted that it's hard to tell whether the point to be proved has been proved. All research suffers when bad research is done.

And if Mr. Farley sees an implication to the effect that research departments of ad agencies "are just about 'the last word'," I don't. I'm sure that Wes doesn't think much more highly of ad agency research than publisher research; otherwise, the publishers would have become discouraged long ago.

Howard G. Sawyer,
Vice-President, James Thomas Chirurg Co., Boston.

• • •

Wings to Your Heart, C.M.

To the Editor: Re the creative man's corner (lower case, please) of March 2: Is this guy really serious? He speaks of ". . . satisfactions . . . with which most of us can more readily identify . . ." What, then, does this joker suggest? To my knowledge, he has never made a constructive criticism. To him, I suppose appropriate art treatment for this week's ad victims should be a couple dejectedly paying their hotel bill, or getting off a plane with sick expressions because of the bumpy ride. There are situations with which most of us can more readily identify—but who the hell wants to?

"If your so-called creative man doesn't suffer from Madison Ave. bar room pallor, isn't locked in a cage in his office or confined to a straitjacket after 5 p.m., I recommend that he stroll along Fifth Ave., Michigan Ave. or Wilshire Blvd. one night and look at a few thousand persons who are enjoying togetherness *and* hilariousness *and* soberness because they are *alive!* Your boy should take Northwest Orient's advice and give wings to his own heart. It might do him some good.

David L. Nimz,
New York.

The Creative Man had commented on couples grinning with idiotic joy in Pan American, Northwest Orient, Air France and Tennessee Eastman ads.

It takes more than luck to find one...

In the building industry, you've got to know where they grow. And, only Architectural FORUM cultivates them—the 4-leaf architect, engineer, contractor, client species. No one else does. What makes our clover unique is that fourth leaf—the client.

All buildings *start* with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

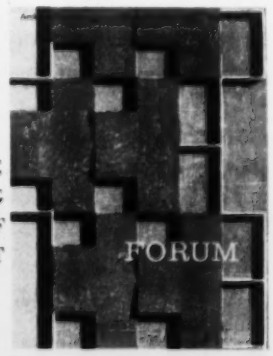
As the building market continues to grow, so, too, will the number of building clients grow. And FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions?

Here's one indication:
Of FORUM's 21,000 client subscribers,
89% are concerned with building matters within their companies and 70% of these companies change building product specifications.*

In FORUM you'll be in clover because...

FORUM DELIVERS THE ENTIRE SPECIFYING AND BUYING POWER OF THE BUILDING MARKET



*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy, 9 Rockefeller Plaza, New York 20, New York.

GEORGE ALLUISI

CAMDEN, March 17—George E. Alluisi, 53, financial advertising manager of the *Philadelphia Inquirer*, died March 8 in a hospital here. He lived in near-by Haddonfield, N. J.

Born in New York, Mr. Alluisi started his career in the financial advertising department of the *New York Herald Tribune* in 1927. In 1950 he left to join the national advertising sales staff of the combined New York and Chicago *Journal of Commerce*. In 1952 he joined the *Inquirer* as manager of its financial advertising department.

HARRY SEDGWICK

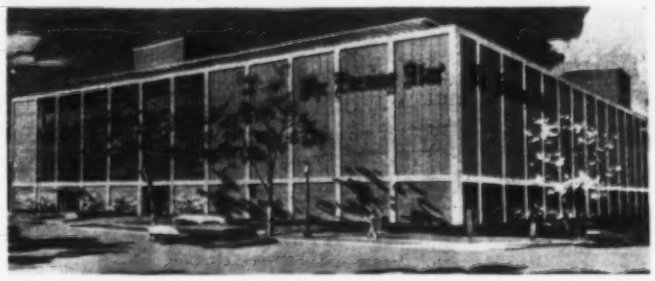
TORONTO, March 17—Harry Sedgwick, 64, who retired in January as president and managing director of Station CFRB, died March 7 in Toronto General Hospital. Born in England, Mr. Sedgwick had been a resident of Canada since he was ten. He was one of the founders of the Canadian Assn. of Broadcasters. Before joining CFRB in 1935, he was with the Famous Players Corp. and the old Allen theater chain.

ROBERT J. BROWN

WORCESTER, March 17—Robert J. Brown, commercial manager of WTAG, died March 11 in Fairlawn Hospital. He had been under treatment for a heart condition for some time.

Mr. Brown joined the WTAG sales staff as a salesman in 1939. He was appointed local sales manager in 1943 and became commercial manager of the station in 1951.

Mr. Brown was a member of the Worcester Lions Club, the Advertising Club of Worcester, the Radio & Television Executives Society of New York and the Broadcasting Executives Club of New England.



NEW HOME—*The Washington Evening Star moved into this new multi-million dollar home during the first week of March. The new building provides about three times as much space as the Star's old home. This is the seventh building the Star has been in in its 107-year history.*

JOHN F. SERRA

JUPITER, FLA., March 17—John F. Serra, 77, sales promotion specialist with the Celanese Corp. of America for the past 30 years, died March 11 of a heart attack while on vacation here, at the home of his sister, Mrs. Kenneth S. Robinson.

Born in Brooklyn, Mr. Serra entered the woolen business as a young man and was associated with the American Woolen Co. for many years before joining Celanese in 1929.

ANGELO M. MONACO

ALBANY, March 17—Angelo M. Monaco, 48, assistant advertising director of the *Times-Union*, died March 4 in Albany Hospital after suffering a heart attack in his home.

Mr. Monaco was a member of the board of directors and treasurer of the fathers' association at Albany Academy and a member of the Greater Albany Chamber of Commerce.

A native of Schenectady, Mr. Monaco had been with the *Times-Union* advertising department since 1947. He previously had worked in the advertising department of the *Schenectady Union Star*.

FRANK W. ATHERTON

DETROIT, March 17—Frank W. Atherton, 71, active in Detroit advertising circles for more than 40 years, died after a seizure at his home March 5. He had been active until the day of his death, and had spent that day at his office. A native of New York state, he moved to Detroit in 1916 to take a position as art director with the Evans, Winter & Hebb agency. Later he was a partner with Martin, Frank & Atherton.

WILMER M. JACOBY

PITTSBURGH, March 17—Wilmer M. Jacoby, 76, former publisher of the *Pittsburgh Sun-Telegraph*, died here March 5. Born in Philadelphia, he started his career on the *Philadelphia Inquirer*. He came to Pittsburgh in 1902 and joined the staff of the old *Gazette*. He was publisher of the *Sun-Telegraph* during the 1930s. Subsequently he worked on a number of civic projects, retiring more than ten years ago.

ANSWER AMERICA

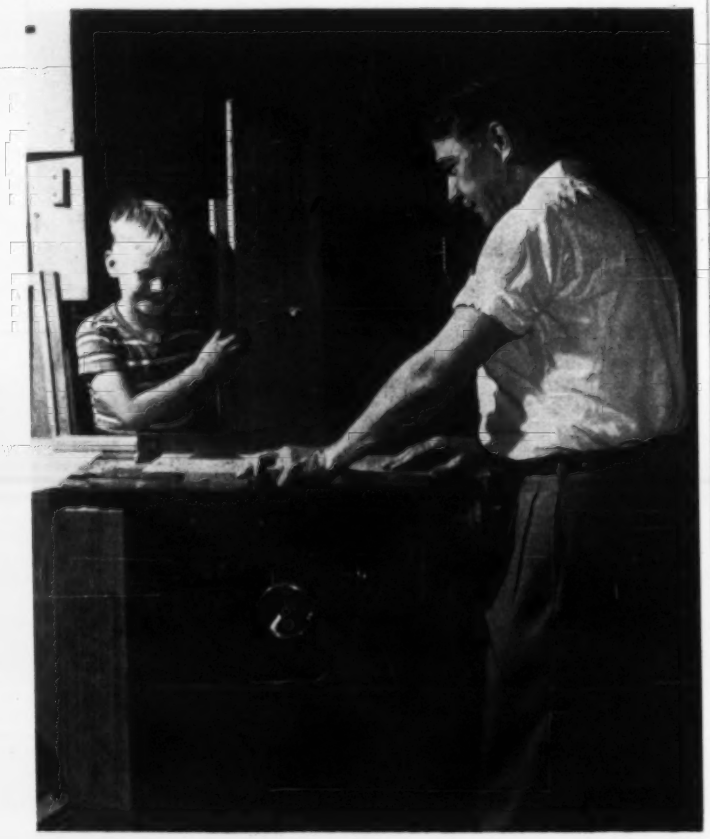
ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY

Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write

ANSWER AMERICA, INC.

55 East Washington St., Chicago 2, Ill., RA. 6-2339

REGIONAL OFFICES: Baltimore, PL. 2-3000; Long Beach, HE. 6-2251; Montreal, UN. 6-6921; San Francisco, DO. 2-6500; Minneapolis, MI. 5-5551 — Mexico City, 13-70-29 T



"Gee that's keen! How d'you do it?"

—a natural question between a couple of do-it-yourselfers no doubt. But in advertising, busy production men are more concerned with the exact reproduction of their copy than with photomechanical techniques and equipment • That ROGERS photoengravings are increasingly in demand by many of the country's foremost advertisers, is pretty convincing proof of an exceptional ability to coordinate the precision features of modern techniques and equipment with the skill and photomechanical know how of master-craftsmen. You too will find this service—and product—a major protection of your sizeable investments in careful preparation and large space commitments.

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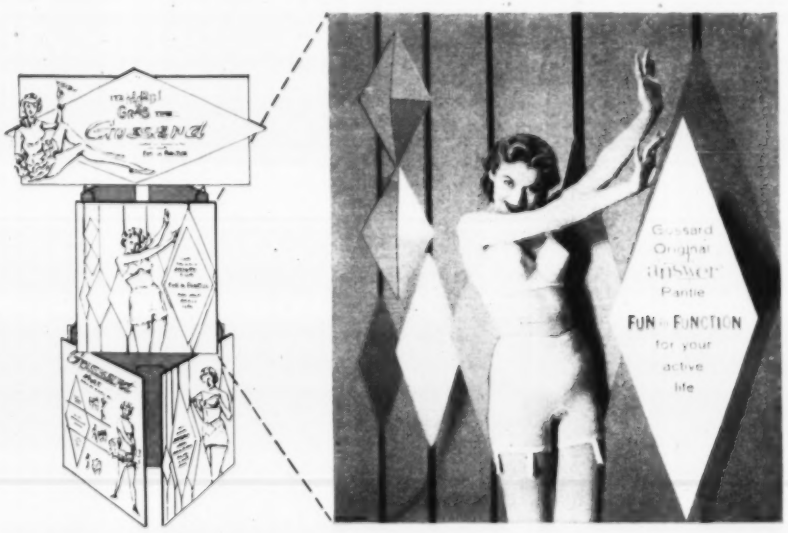


IDEAS THAT SELL... at the point-of-sale

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COLOR . . . GAIETY . . . ADAPTABILITY

Here's a display adaptable to any space available. A gay "Mardi gras" promotion for Gossard is highlighted on a series of multiple-use placards in eye-catching full color. Stiff wire spacers inserted into the corrugations of the cards allow arrangement to fit an infinite variety of display situations. Balloons and serpentines make the feel of festivity complete. For an equally imaginative approach to *your* merchandising, call Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Duncan Hines, 78, Cuisine Guide, Food Brand Licensor, Dies

BOWLING GREEN, KY., March 17—Duncan Hines, 78, a printing salesman who became America's foremost where-to-eat authority, died here March 15 of lung cancer.

Duncan Hines

It was 25 years ago that Mr. Hines, who was then working out of Chicago, hit upon the idea of publishing a guide to good eating places. It began as an informal Christmas card to friends, and it developed into "Adventures in Good Eating," one of the all-time best selling books.

The venture made the Duncan Hines name a landmark on the nation's highways.

To be listed in the guide, a restaurant had to pass the personal inspection of Mr. Hines or one of his representatives. Restaurants which earned a listing were allowed to display the coveted "Recommended by Duncan Hines" sign. No advertising was accepted in the guide.

The where-to-eat guide was followed by companion volumes, "Lodging for a Night" and "Vacation Guide."

■ The Duncan Hines name now graces many food packages, as a result of the licensing operation launched in 1949 by Mr. Hines and Roy H. Park, publisher, editor and advertising man of Ithaca, N.Y.

Mr. Park sold Mr. Hines on the value of licensing use of his name by food companies in need of well-known label. Within six years Hines-Park foods had licensed more than 100 companies to make Duncan Hines brand products—everything from ice cream to spaghetti.

It became, with the Walt Disney operation, one of the most successful licensing businesses in the country—and its success was attributed mainly to the public recognition the Duncan Hines name enjoyed.

The most successful licensee, in terms of sales volume, was Nebraska Consolidated Mills, Omaha, marketer of the Duncan Hines cake mixes.

■ In 1956, the entire Duncan Hines operation became part of Procter & Gamble. P&G bought the cake mix business of Nebraska Consolidated and as part of the deal also absorbed the Duncan Hines licensing company and the Duncan Hines Institute, set up to administer the guide book business.

Roy Park continues to manage these Duncan Hines companies in Ithaca, N.Y.

■ Son of a captain in the Confederate army, Duncan Hines was born in Bowling Green and began working for Wells Fargo Express Co. in 1898—largely because the president of the company, J. J. Valentine, also was from Bowling Green.

He left Wells Fargo to work for a series of mining companies in the West and in Mexico before coming to Chicago in 1905. He then joined J. T. H. Mitchell, a pioneer in direct mail advertising. From Mitchell he went into the printing business, selling "creative printing" ideas to industry. His specialty was the preparation and design of books and catalogs for industrial companies.

He traveled a good deal in his job, and he used to say that "Adventures in Good Eating" resulted from years of eating "library paste served as gravy."

SYDNEY VOLKMAN

NEW YORK, March 17—Sydney Volkman, 55, amusement advertising manager of the *New York Journal-American* for the past seven years, died March 14 of a heart attack at his home in Brooklyn.

Born in Brooklyn, Mr. Volkman attended Columbia University and served in the Army in World War II. He joined the old *New York American*, then a morning newspaper, in 1922. During his career there he was successively real estate advertising manager, classified display advertising manager, retail advertising manager and amusement advertising manager.

FLORENCE CHAPMAN

OLD SAYBROOK, CONN., March 17—Florence B. Smith Chapman, 68, wife of Lansing Chapman, publisher of *Medical Economics*, and mother of William L. Chapman, general manager of that publication, died March 15 of a heart attack at her home here.

If you want to sell hobby equipment—from fishing creels to cameras—go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-centered families have the incentive and the income to ride hobbies hard, and they do. Take the Handyman Hobby, for instance: Better Homes & Gardens families bought 2,280,000 power tools within a recent two and a half year period.*

*BH&G Continuing Study, June, 1958

During the year ⅓ of America reads **BH & G** ...the family idea magazine

FACT:

Boston is sold on ROP Color*

COLOR linage in The Boston Globe has jumped more than 66% since ROP COLOR was added last June. The Globe is now co-sponsoring *The Continuing Study of Color Advertising* to bring you and your clients complete and current data on COLOR readership and retention.

*Seen exclusively in The Boston Globe

FACT:

Boston is sold on The Boston Globe

More men and women in the Boston city zone and trading area read The Boston Globe — morning, evening and Sunday — than any other Boston newspaper.

CONCLUSION:

Sell Boston with ROP Color in The Boston Globe

Ask your Globe representative for the facts and figures on ROP COLOR and how you can sell the whole Boston market with one newspaper — *The Boston Globe.*

THE BOSTON GLOBE

Morning · Evening · Sunday

SCOLARO, MEEKER & SCOTT, INC.
Chicago, Detroit

CRESMER & WOODWARD, INC.
New York, San Francisco, Los Angeles

THE LEONARD CO.
Miami Beach, Florida

THE LANDING STRIP

as seen by

JOHN BURGOYNE & BILL MASTERSON

Friends, we've been duped! Without even the courtesy of congressional investigation, the deskside ruler you have grown to love and the postage scale that has become a treasured memento, are soon to become as obsolete as celluloid collars. Starting July 1, 1959, the United States and five other nations will begin using a shorter inch and a heavier pound. Just to illustrate—the present inch is a full 25.4000508 millimeters long. The new inch will be depreciated to 25.4 millimeters. Our current pound tips the Toledos at .45259237 of a kilogram, but a new, inflated pound weighing .4535924277 of a kilogram will be forced upon us. Of course, if you're the lazy, sloppy type—you can go right on using the old standard of weights and measures. But personally, we're broken up over the whole thing.

* * * * *

It's only natural for us to get upset about a thing like this, because accuracy is one of the bywords of the Burgoyne organization. Our Retail Sales Studies are produced with painstaking accuracy. Burgoyne field personnel—working in selected panels of grocery and drug stores in America's best test markets—do not guess or estimate—they count. Product unit sales are calculated from store shelves, reserve stocks, and purchase invoices. Field reports, assembled at our home office are rechecked, and tabulated on I.B.M. equipment. The sales study is then completed to bring the required information into clear perspective for the client. Accuracy, of course, is only part of the story. Write or phone, and we'll fill you in on the whole picture.

* * * * *

MEET THE BURGOYNE TEST CITIES ROANOKE and CEDAR RAPIDS

. . . two of the cities making up the select list of BURGOYNE Test Cities, are permanently set up for BURGOYNE Retail Sales Studies.

CEDAR RAPIDS—settled more than 120 years ago, this city is located on the Cedar River in Eastern Iowa, some 100 miles upstream from the Mississippi. Industry includes cereal milling and meat packing, and manufacturing of metal, paper, and food products. In this market, the GAZETTE is recommended for complete coverage.

ROANOKE—the southern gateway to historic Shenandoah Valley, lies between the Blue Ridge and Alleghenies Mountains on the river bearing its name. It is the center of an agricultural, coal, and lumber region, and features manufacturing of iron and steel products, textiles, and chemicals. For full coverage of this market, use the TIMES and WORLD-NEWS.

* * * * *

If the Chicago area is your base of operations, you can get full information on the Burgoyne organization by calling Bill Draper who heads up our office in the Palmolive Building. His phone number—Whitehall 4-5824.

Burgoyne GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

JET AD EXECS—*These ten advertising execs crossed the country in a jet plane to make a market survey as guests of the Long Beach Independent, Press-Telegram and the Pasadena Independent Star-News. They are (from top to bottom) Edward Grey, Ted Bates & Co.; Hamish Maxwell, Philip Morris; Herbert Shutts, McCann-Erickson; Warren Bahr, Young & Rubicam; Ted Meredith, Batten, Barton, Durstine & Osborn; Douglas Clark, Seagram-Distillers Co.; Daniel Charnas, P. Lorillard; Leslie Farnath, N. W. Ayer & Son; Frank Pamentel, Schenley Distillers Co.; Peter Benziger, and F. D. Fitzgerald, Ridder-Johns; Tom Mahon, Benton & Bowles, and Peter Veronis, Ridder-Johns.*

College Football Had Big Attendance Gain in '58: Triangle

PHILADELPHIA, March 17—People who have been fearful for the future of college football in view of the ever-increasing popularity of professional football had better save their tears for a later date.

Although racing easily retained its position as the nation's No. 1 spectator sport in 1958 for the seventh successive year, with 53,607,185 fans, college football showed the largest attendance gain of any of the spectator sports. It attracted 19,280,709 rooters, a gain of 989,985 over 1957, according to the 12th annual survey on sports attendance issued by Triangle Publications Inc., publisher of the *Morning Telegraph* and *Daily Racing Form*.

The professional gridders also had a banner year. The National Football League, including play-off and championship games, drew a new record high—3,129,783—a gain of 293,465 over 1957.

■ Although racing's attendance last year was off 213,773, it was the fifth successive season in which the combined attendance of racing has exceeded the 50,000,000 mark. The drop in attendance was attributed to an unusually bad winter and labor problems.

The survey shows that the thoroughbreds attracted 32,837,691, a decline of 162,151, and harness racing 20,769,494, a loss of 51,622 from 1957.

Major league baseball also had a good year at the box office, but the minor leagues continued to drop off sharply. The 16 major league teams, including World Series games, attracted 17,854,530 fans, for a gain of 438,700 over 1957.

But the 24 active minor leagues, five less than in 1957, drew only 13,184,836 including play-off games, a decline of 2,311,848. The complete baseball total for major and minor leagues came to 31,039,375, an aggregate drop of 1,873,128.

■ Other spectator sports such as auto racing, National Basketball Assn. and the National Hockey League registered gate increases, while boxing and wrestling lost ground. Such participating sports as bowling, yachting and tennis all showed marked increases in popularity, according to the survey. #

Cushman Motors Promotes 7; Doubles Field Sales Force

Cushman Motors, Lincoln, Neb. manufacturer of light motor vehicles, has created a number of new executive positions, and has doubled its field sales force to accompany a near 100% increase in national ad expenditures for 1959. James H. Carrier, formerly sales and advertising manager, has been named to the new post of director of sales and advertising. Walter J. Mitchell, formerly regional sales manager, has been named sales manager.

Three new regional sales managers include Atlee Stephan Jr., C. O. Smith and R. A. Dowd. D. T. Jones and Don Beebe have been appointed to the new posts of advertising manager and sales promotion and publicity manager, respectively.

Storer Boosts Three

Storer Broadcasting Co., Miami, has promoted Floyde E. (Bud) Beaston, formerly midwestern sales manager of the company, to general sales manager of WSPD-TV, Storer Toledo tv station. Storer also has advanced Ewald Kochritz, a vp, to vp and national program director of its five tv stations, and Grady Edney, from program manager of WIBG, Philadelphia, to national program director of its radio stations.

Jeri Names I. A. Goldman

Jeri Inc., Baltimore costume jewelry designer and manufacturer, has appointed I. A. Goldman Advertising, Baltimore, to handle its advertising.

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 12th consecutive year in the April 20 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,650 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 72,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1958, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 1, 1959.

Market data material scheduled for publication before Sept. 1, 1959, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

WHOOOSH*
*
That whooosh you heard was The Saturday Evening Post circulation zooming up over 6,000,000! There's a name for the solid propellant behind reader demand-Vitality!
The Post is hotter'n a rocket!
A CURTIS MAGAZINE

California Hits Ad Weakness of Southern Pacific

(Continued from Page 1)
and, more importantly, to those of the people of the state of California," the commission said.

"Southern Pacific will be directed to develop a plan for the improvement and encouragement of passenger service," the commission continued. "This plan should contain concrete proposals for the upgrading of passenger service and should encompass a meal serviee plan which emphasizes customer appeal and service economy."

The commission said it was not ordering the railroad to step up its advertising, but was recommending such action as "worth while."

It cited the following figures on ad spending:

Advertiser	1956 Spending	1957 Spending
Southern Pacific	$ 661,423	$ 407,214
Sante Fe	2,165,892	1,934,050
Union Pacific	3,604,652	2,552,578

■ Robert Beaumont, Southern Pacific account executive at Foote, Cone & Belding, San Francisco, told ADVERTISING AGE, "We are still attempting to digest and analyze the very lengthy opinion. Naturally we like the idea of more advertising. What agency wouldn't?"

FC&B gave figures seemingly at variance with those of the commission for the railroad's ad expenditures. In the past three years, the agency said, the budget has been approximately $1,000,000 a year for all advertising expenses, including such items as timetables.

(Publishers Information Bureau figures for magazine spending alone show Southern Pacific with $76,375 in 1956 and $32,320 in 1957; Sante Fe with $487,295 in 1956 and $398,477 in 1957; Union Pacific with $446,800 in 1956 and $469,351 in 1957.)

Albert L. Kohn, Southern Pacific ad manager, would not comment on the commission's statements at this time.

■ The commission cited one exhibit indicating that Southern Pacific's out-of-pocket loss on its dining, tavern and lounge operations was $5,382,298 in 1957; other data, it said, indicated the loss was more than twice as much. The average revenue from a meal on the road's Lark, the commission said, is $1.52; its cost is $4.29, and if the cost of operating the car is added the cost is $7.20.

The commission then pointed to its staff's alternative plans for meal service, "any one of which would provide sufficient savings to permit the serving of a free meal to every passenger at a smaller loss than is being encountered by the respondent at present."

■ Discussing passenger service in general, the commission said: "Should we adopt the view urged upon us by the applicant railroad [urging cutbacks in service], there could be no possible argument against gradually permitting the abandonment of all passenger train service performed by the applicant within California.

"It is the policy of this commission to insist upon preservation and maintenance of reasonably adequate railroad passenger service and the modernization and improvement of such service.

"We are not unaware of the difficult situation in which the railroads of this country find themselves because of the competition of the private automobile and other forms of transportation.

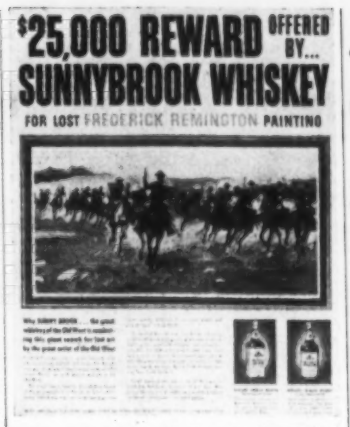
"However, we offer the opinion that the defeatist attitude of many of the railroads as regards passenger service has largely contributed to this regrettable situation." #

Lestoil Is No. 1 Brand in '58 TV With $12,339,090

(Continued from Page 1)
cigarets and soaps were the leaders on TvB's list, which runs as follows:

Brand	Gross Time Expenditure (Network and Spot)
Lestoil (Adell Chemical)	$12,339,090
Anacin (Amer. Home Products)	12,245,700
Kellogg cereals (Kellogg)	12,234,023
Viceroy (Brown & Williamson)	10,629,534
Kent (P. Lorillard)	8,829,964
Tide (Procter & Gamble)	8,588,717
Winston (R. J. Reynolds)	8,367,327
Alka-Seltzer (Miles Labs)	8,243,103
Maxwell House coffee (General Foods)	8,165,009
Post cereals (General Foods)	8,078,227
Chevrolet (General Motors)	7,517,517
Ford (Ford Motor Co.)	7,413,234
Bufferin (Bristol-Myers)	7,336,337
L&M (Liggett & Myers)	6,599,983
Zest (Procter & Gamble)	6,487,682
Colgate Dental Cream (Colgate-Palmolive)	6,034,759
Fab (Colgate-Palmolive)	5,855,758
Dodge (Chrysler Corp.)	5,810,170
Cheer (Procter & Gamble)	5,721,323
Camel (R. J. Reynolds)	5,459,133
Dristan (Amer. Home Products)	5,450,583
Bayer aspirin (Sterling Drug)	5,275,773

Source: Network—Leading National Advertisers and Broadcast Advertisers Reports. Spot—N. C. Rorabaugh and TvB.



LOST TREASURE—*National Distillers Products Co., New York, offers $25,000 for a lost Frederic Remington painting of a cavalry charge in this page in the April 6 Life and in 500 newspapers and 1,100 outdoor posters. The campaign is for Old Sunny Brook bourbons, in whose ads Remington paintings have been featured. Lawrence Fertig & Co., New York, is the agency.*

Red Star Promotes Fisher

Red Star Yeast & Products Co., Milwaukee, has appointed Donald E. Fisher, formerly director of sales and advertising, to the new post of marketing vp. Prior to joining Red Star in 1956, Mr. Fisher was with Monsanto Chemical Co. and earlier was with Pillsbury Co.

Top 100 Spot TV Advertisers: 1958

Source: Television Bureau of Advertising from N. C. Rorabaugh Data

1. Procter & Gamble	$33,833,060	35. R. J. Reynolds	2,434,260	68. Carling Brewing Co.	1,556,620
2. Lever Bros.	16,578,860	36. Marathon Corp.	2,434,000	69. Maybelline Co.	1,553,810
3. Adell Chemical Co.	12,339,090	37. Esso Standard Oil Co.	2,383,490	70. Block Drug Co.	1,533,210
4. General Foods Corp.	11,020,780	38. American Chicle Co.	2,355,040	71. General Motors	1,522,070
5. Colgate-Palmolive Co.	10,998,490	39. Falstaff Brewing Corp.	2,288,920	72. M. J. B. Co.	1,507,360
6. Brown & Williamson	9,413,530	40. Vick Chemical Co.	2,216,890	73. Harold F. Ritchie Inc.	1,470,100
7. Continental Baking Co.	9,223,910	41. Drug Research Corp.	2,144,050	74. P. Ballantine & Sons	1,440,940
8. Warner-Lambert	8,832,990	42. William Wrigley Jr. Co.	2,071,990	75. Burgermeister Brewing	1,397,930
9. Miles Laboratories	7,895,950	43. Salada-Shirriff-Horsey	1,991,060	76. Dumas-Milner Co.	1,384,410
10. American Home Products	7,275,680	44. U.S. Borax & Chemical	1,988,690	77. Max Factor & Co.	1,309,360
11. P. Lorillard	6,717,450	45. Standard Oil Co. (Indiana)	1,961,290	78. Hills Bros. Coffee	1,297,610
12. International Latex	5,678,510	46. Exquisite Form Brassiere	1,946,620	79. American Bakeries Co.	1,297,190
13. Carter Products	5,202,300	47. Gillette Co.	1,944,380	80. F&M Schaefer Brewing Co.	1,285,780
14. Texize Chemical Co.	4,704,170	48. Gulf Oil Corp.	1,916,020	81. National Brewing Co.	1,278,100
15. Standard Brands	4,368,290	49. Norwich Pharmacal Co.	1,877,690	82. Interstate Bakeries	1,263,860
16. Philip Morris	4,066,710	50. Piel Bros.	1,873,880	83. Alberto-Culver Co.	1,247,830
17. National Biscuit Co.	4,022,960	51. Liggett & Myers	1,865,830	84. Great A&P Tea Co.	1,237,300
18. Robert Hall Clothes	3,993,850	52. Bulova Watch Co.	1,856,220	85. General Cigar Co.	1,234,070
19. Coca-Cola Co. & bottlers	3,699,270	53. S. C. Johnson & Son	1,813,560	86. B. T. Babbitt Co.	1,221,010
20. Sterling Drug	3,645,220	54. Jos. Schlitz Brewing Co.	1,778,680	87. Swift & Co.	1,209,590
21. Shell Oil Co.	3,272,410	55. Continental Car-Na-Var	1,772,060	88. H. J. Heinz Co.	1,207,050
22. Food Manufacturers Inc.	3,259,850	56. Sun Oil Co.	1,769,580	89. Safeway Stores	1,192,570
23. Corn Products Refining	3,191,790	57. Borden Co.	1,750,940	90. Tidy House Products Co.	1,187,080
24. Pepsi-Cola Co. & bottlers	3,163,040	58. Theo. Hamm Brewing Co.	1,690,180	91. Diversified Cos. of America	1,177,010
25. Andrew Jergens Co.	3,153,280	59. Nestle Co.	1,681,800	92. Kroger Co.	1,170,340
26. Anheuser-Busch	3,058,690	60. Quaker Oats Co.	1,679,690	93. Minute Maid Corp.	1,164,850
27. American Tobacco	3,018,150	61. Nehi Corp. & bottlers	1,666,200	94. Atlantic Refining Co.	1,144,300
28. General Mills	2,986,970	62. Texas Co.	1,660,400	95. Jacob Ruppert	1,137,160
29. J. A. Folger & Co.	2,975,260	63. Ward Baking Co.	1,660,000	96. Pacific Tel. & Tel. Co.	1,134,560
30. Charles Antell	2,866,820	64. Welch Grape Juice Co.	1,653,830	97. Heublein Inc.	1,129,070
31. Bristol-Myers Co.	2,845,890	65. Phillips Petroleum Co.	1,608,110	98. Wm. B. Reily & Co.	1,099,090
32. Pabst Brewing Co.	2,836,100	66. Chesebrough-Pond's	1,591,690	99. Taylor-Reed Corp.	1,089,890
33. Avon Products	2,770,420	67. Wander Co.	1,577,460	100. Parker Pen Co.	1,087,340
34. Kellogg Co.	2,549,440				

Ads Build Advertiser's Capital Worth: Harper

(Continued from Page 1)
areas where deep personal belief or ego are concerned, advertising is relatively ineffective.

Dr. Stephenson argued for a "selective mass" as the proper concern of advertising. He said advertising cannot manipulate people in given situations. But, he said, the "selective mass" does select what it needs and does decide in what items it has interest. And advertising does little more than to help the selective process along, he said.

■ Dr. Arthur Upgren, professor of economics and director of the bureau of economic studies at Macalester College, St. Paul, noted that economic communication is inadequate. He pointed to the promising signs in the economy—recovery, a relatively high level of wages and consumption during the recession, and a relatively small drop in corporate profits—as signs of a stable economic climate running into the '70s.

Dr. Upgren believes that inflation is somewhat less of a threat than it has been pictured, but noted with some concern the demands of the steel workers' union and said he believed that the public relations advertising undertaken by the steel companies was effective. He argued that there are really two governments, the official government and the government of opinion, and he believes this advertising is effective with opinion.

■ Dr. Gilbert C. Fite, research professor of history at the University of Oklahoma, who remarked that he stood somewhere between advertising's proponents and critics, traced the history of advertising development. But Dr. Fite thinks advertising fails in an informational sense; he pointed to a 1940 report by the committee on consumer relations, which indicated that people want more information in advertising.

Dr. Fite asserted that some advertising is subject to the valid criticism that it exhibits a contempt for human dignity—that social, religious and national holidays are debased by commercialism, and that personal dignity is degraded. He argued that if Americans permit their ideals and ideas to be degraded by people who do it for profit, "our lives will suffer."

He feels that Americans as a people do not need their materialism increased. "I have no illusions about the decline of advertising as a business," Dr. Fite said. "But the people should demand higher standards of content and performance. I suspect the advertising business will give people content they want, or what they will put up with."

■ Al Capp, creator of "Li'l Abner" and sharp critic of advertising, commented that newspapers exercise two different standards for editorial content and advertising. He said advertising has served for some of his "most horrifying sequences" and argued that advertising encourages two important qualities—envy and avarice.

Mr. Capp thinks of advertising as "an irritating form of entertainment," and said, "Only children believe ads." He traced his experience in creating advertising for Cream of Wheat and Wildroot and said that he was now at work on a series for a chocolate. He emphasized the amount of money he was paid for the advertising he had created and his distaste for the advertising. He dislikes (1) the way agencies throw money around, (2) their awe of clients and (3) the fact that once a client has gone and been replaced, no loyalty lingers. He also dislikes outdoor advertising and crime tv shows. His bitter view of agency life is that it requires acquiescence and constant imitation of the agency's brass.

■ Mr. Harper, along with his exposition of the importance of advertising in capital appreciation, took specific challenges to advertising and answered them briefly:

Does advertising make us materialistic?

"It is concerned with the sale of things, and when it sells them it makes for a more active economy, which raises people's living standards."

■ *Does advertising make us a nation of conformists?*

"Business chooses to sell products that people prefer to buy; it seeks to win response from many different segments of the market. In its effort to serve different segments, advertising may be said to be a force for non-conformity. Over-all, I would judge that advertising reflects, rather than determines, a people's degree of conformity or non-conformity."

He believes that advertising's support of a great mass communication system may turn out to be its greatest contribution as a social force.

■ The conference had as its chairman James A. Firth, Winius-Brandon Co. vp and research director. Moderators for the sessions were Earl F. English, dean of the University of Missouri school of journalism, and John Grichton, editor of ADVERTISING AGE. #

Abrams Heads New Division of Warner-Lambert

(Continued from Page 1)
Anahist line and other proprietaries. Mr. Hewitt was formerly president of Anahist Co. before it merged with W-L in 1957.

■ Observers speculated that the removal of the three lines from family products and the setting up of a separate division for Mr. Abrams to head, was one way of keeping peace in the executive family. Mr. Abrams reports directly to Alfred E. Driscoll, Warner-Lambert president. During earlier negotiations, it was thought that Mr. Abrams would become assistant to the president.

The family products division was organized in February, 1958. At the time, Mr. Driscoll commented that the new division represented a consolidation of marketing activities of several divisions that previously were operated separately, in part because of mergers in the preceding years. Irvin W. Hoff was appointed vp and director of advertising at the time.

Mr. Abrams said this week that Mr. Hoff will continue as the company's top adman.

■ In recent years, W-L's total volume in toiletries and cosmetics has been dropping while the trend toward pharmaceuticals, especially proprietaries, is on the upswing. In 1951, toiletries and cosmetics accounted for 71% of domestic business, dropped to 28% by 1955, 20% in 1956 and 18% in 1957. Pharmaceuticals, meanwhile, went from 29% in 1951, to 47% in 1955, 57% in 1956 and 60% of the 1957 domestic volume.

Warner-Lambert's worldwide sales in 1957 were $176,290,000. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

UNUSUAL OPPORTUNITY FOR AN UNUSUAL INDUSTRIAL AD MAN

Somewhere there is a man 28 to 35 with strong industrial advertising background and a feeling for mechanical things, who realizes that now is none too soon to secure his future. He is doing a superior job where he is, but he can see it's a long way to the top; too many ahead of him. In training and outlook, he is an ADVERTISING MAN. He thinks in terms of the whole process: of the facts, the product, the market and the client's aim; of making a plan and of carrying it through. He writes penetrating copy and conceives layouts in sufficient detail to get what he wants from layout artists. His personal pride in accomplishment makes him want to follow through on key production details. He is a bear for responsibility—has the ability and desire to earn the right to head an agency like this 25-year New England group. If you are such a man, we need you—for copy and follow through on production so that, bit by bit, you can take over the functions which the two principals perform. We offer you a future—the youngest man ahead of you is approaching fifty—but the opportunity here is more attractive than the immediate salary, so if you just want more money, don't inquire. We want an ADVERTISING man who can see into the future; for HIM we have a future. What have you for us? Tell us completely in writing and in complete confidence.

Box 2221, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE

Editors ..... **Public Relations**
Copywriters ..... **Advg. Managers**
Artists .... **Media** .... **Production** .... **Service**
"All is grist, which comes to our mill"!
Andover 3-4424, 105 W. Adams St., Chgo 3

SPACE BUYER

Fast growing Midwest advertising agency needs experienced person to buy time and space, and supervise media clerical personnel. Salary open. Send complete resume including compensation desired.

Box 2340, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WALKER
Better Jobs—Lower Fees

AD. MGR. industrial	10-15M
AD. MGR. medical	10-12M
AD. MGR. groc. chain	9-10M
AD. MGR. brewery	1p 25M
A.E. to 30 food b/g	9-15M
PROM. MGR. Gov. cont.	10-15M
COPY CHIEF auto exp.	12-18M
ARTIST 2 yr. l.o. exp.	6M

Send complete résumés to us for confidential handling
212 South 7th Street, Minneapolis, Minn.

ADVERTISING SALESMAN

Experienced man for well established industrial publication, midwest location with some technical or engineering experience desirable. Please submit résumé for appointment and interview in New York, Chicago or Cleveland. Write in confidence to:

Box 464, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED partner | printer publisher for established prestige community paper

box 465, ADVERTISING AGE
200 E. Illinois St., Chicago, Ill.

DISPLAY SALESMAN

Excellent opportunity for a man with creative sales background to sell permanent point-of-sale displays, for a rapidly growing organization considered one of the leaders in its field, located in Metropolitan New York Area.

Please furnish complete résumé. Replies held in strict confidence. Box 432, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING BUDGET CONTROL ADMINISTRATOR
with Multi-Million Dollar Advertiser

- Prepare and Analyze Advertising Budget
- Contact with Advertising Agencies
- Special Projects
- Supervise Advertising Accounting Staff

$10,000.

Advertising Age, Box 460
630 Third Ave., New York 17, N. Y.

HELP WANTED

FARM ADVERTISING

Large eastern mfg. and dist. of feed, fertilizer, seed, ag. chemicals, etc., seeks an experienced man to produce newspaper advertising and p. o. p. materials and promote and supervise their use by company-owned chain. Ag. journalism degree plus 3-5 years adv. experience add up to about what this job needs.

Box 2345, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING ASSISTANT

Excellent opportunity in headquarters of rapidly growing midwest manufacturer of high-ticket consumer products in expanding market. Some experience in copywriting and advertising production essential; art ability helpful but not a requirement. Include salary desired in reply to

Box 2360, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GRAPHIC ARTS PRODUCTION

Large, mid-western pharmaceutical company needs a man, preferably between 25 and 40, with a technical knowledge of printing, engraving and graphic arts production activities. Must be skilled in the intricacies of lithographic and letter press printing, engraving, typesetting, preparation and interpretation of keylines and other production phases of commercial art. Practical experience in printing trades desirable. Reply with complete resume, including salary requirements to

Box 2361, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"ADVERTISING AGENCY ARTIST"

Top Boston Agency with wide variety of accounts wants experienced all-round man or woman with good, solid layout know-how and fresh, uninhibited ideas. Must have at least 5 years agency experience and be adaptable enough to work on consumer, trade, and industrial accounts. Send complete resume and salary requirements in confidence to

Box 2362, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Interested in proving your initiative & ability as adv. sales space rep. for local community paper? Comm. basis. Potential-Unlimited! Car desirable, not nec.

Box 2381, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL COPYWRITER

Top executive position for experienced direct mail copywriter who can produce creative letters that bring in orders. Ours is a young multi-million dollar business done completely by direct mail on the retail level.

Here, the copywriter is KING and your executive position, salary, and benefits will far exceed your expectations if you can produce letters that sell. Heavy direct mail experience is absolutely an essential requirement.

Please submit a complete résumé and samples of your work. No reference check without permission, and any submitted material will be held in strictest confidence and returned. **Write Randall E. Brooks, 505 N. Ervay Street, Dallas 1, Texas.**

NEW ADVERTISING POSITIONS

ACCOUNT EXECUTIVE ..... **$8-$10,000**
Industrial-assist. adv. mgr. to perform all the functions of the Adv. Dept.
ASST. ACCT. EXECUTIVE . **$7,500-$9,000**
Good background in copy and contact for ad agency.
ART DIRECTOR ..... **Open**
Discriminating taste in design—color concepts important for new Package Design Dept. Strong administrative ability.
COMMERCIAL ARTIST **$6,500**
Background in package design and display—to work with Sales Promotion Mgr. Many company benefits.
COPYWRITER ..... **$9-$10,000**
Must be able to make copy sell. Between 32-40, ambitious, steady.

I. M. DAIKER
DRAKE PERSONNEL, INC.
29 E. Madison Bldg. Chicago 2, Ill.
FI 6-8700

A.E. WITH BILLING

If you're an aggressive, able account man who can bring some billing into a smaller midwest agency this could be your chance of a lifetime. Fast growing agency with national, regional, local accounts. Excellent creative staff to back you up. Write in confidence to: President, Box 463, Advertising Age, 200 E. Illinois, Chicago 11, Ill.

POSITIONS WANTED

MARKETING OR ADV. MANAGEMENT
Network, agency, direct mail experience Admin. detail man, age 36, degree, $10M.

Box 2351, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Manager one man adv. dept. seeks change. Graphic arts background. Chicago area.

Box 2363, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAIL ORDER

All around man. Journalism degree. Self starter. Age 27. Prefer Chicago area. **Phone TA 3-5528, Park Ridge, Illinois**

Experienced in industrial advertising, marketing and media. Wants opportunity in Mid West or East with progressive company or agency. Age 34—married.

Box 2364, ADVERTISING AGE
200 E. Illinois St., Chicaog 11, Illinois

INDUSTRIAL WRITER-CHIEF-AE

Former agency vp. 20 yrs. top agencies, major accounts. Available consulting basis, agency or manufacturer.

Box 2365, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY MAN

7 years experience in 100,000 market includes creative executive and sales background. All accounts and media, strong TV production. 31, sober, permanent, family man. Will locate East, Midwest, West with station, agency or media.

Box 2366, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL PRODUCTION, List maintenance, Production scheduling, addressing, duplicating, mailing, inserting, supervision. Prefer N. Y. area.

Box 2367, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CIRCLE THIS AD AND CONTACT

aggressive printing salesman who wants to relocate in Eastern Calif. with progressive firm. Exp: 3 yrs. selling all phases printing plus 7 yrs. adv. prod.

Box 2368, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FILM—TV—TAPE—SCENIC ADVISOR

Experienced Scenic Designer (non union) with excellent theatrical and television production background—seeks spot with 4-A Agency. Ability to create rough storyboards. Resume on request.

Box 2369, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

PRINT PRODUCTION MANAGER

23 yrs. exp. with top agencies, includes production of national & local ads, but covers every phase of collateral adv. from match books to bill boards. Thoroughly acquainted with most commonly used printing processes & some knowledge of every known printing process in the graphic arts. Prefer Chgo., but will relocate.

Box 2370, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & SALES PROMOTION SUPERVISOR

Top electronics firm in New York City seeks experienced copywriter with a knowledge of production and with experience in the electronics industry. Will supervise media advertising, internal sales promotion and be responsible for copy for national shows. Excellent opportunity for college graduate with 3-4 years experience in advertising, solid copywriting and technical background.

Box 462, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

A recent agency merger left
MY GAL FRIDAY
out on a limb

We were a small agency (about 5 million). Friday was treasurer, comptroller and the brains behind our business program and administrative set-up. She directed almost everything. The merger has its own treasurer, its own comptroller and its own direction. Friday needs a new spot where she can work with and for the principals.

Have you such a job?

Reply Box 457, Advertising Age, 630 Third Ave., New York 17, N.Y.

HOW MAY I SERVE YOU?

I am a native of New England, and wish to return to that area. This résumé is a factual statement, not "horn blowing." I have resigned, after 10 years serving as Director of Sales Advertising and Sales Promotional Materials for an aircraft, electronics, and missiles firm. Previous experience includes editorial writing and supervision, public relations, and advertising. I am married with 2 children and a college graduate. If I CAN SERVE YOU, I will welcome the opportunity of giving you a complete report.

Box 459, Advertising Age
200 E. Illinois Street
Chicago 11, Illinois

POSITIONS WANTED

ASSISTANT ACCOUNT EXECUTIVE

College grad, young, personable, hard and willing worker, 2 yrs. in adv on food, travel, auto and indl. accts; excellent capacity for detail, dynamic personality, persuasive salesman, work well with others, good idea-contact man.

Box 2373, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Promotion Manager/Publishers Ass't

Ad &/or circ prom—I'll carry ball for you all the way. 17 yrs all-'round publishing exp. Fast, versatile pro on go. Knows prose—how to save you money & time on prom, production, sales, copy, layout, editing, d.m. 40. MBA.

Box 2371, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL, TECHNICAL EXPLAINER/PERSUADER

Engineering grad, exp'd as tech writer, A.M., 14 yrs copy-contact A.E. in all phases ind'l advtg, promotion, some consumer. Versatile; adaptable; strong on plans, ideas, copy. Family man. Self-employed (agcy). Seeks responsible creative spot in Southwest or Fla. Write:

Box 2372, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR—PR MAN

Writer, 27, family, BS & grad work, knows agriculture & agribusiness, exp. newspaperman, mag.free-lancer, good refs.

Box 2375, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FREE LANCE ADVERTISING

Creative ad man, technical degree, 16 yrs. industrial field, seeks assignments Chgo. area, so. Wis. Exp. creation sales-producing product literature, direct mail, publicity, house organs, sales incentive programs, trade show exhibits, etc. Reasonable rates.

Box 2374, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER—ARTIST TEAM

Two young men; ideas, energy; know agriculture & agribusiness; writer exp. newsman, pr, mag free-lancer; artist agency & instit. exp., top layouts, intuition.

Box 2376, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

I'M TIRED OF BEING A BRIDESMAID!

Former assistant AE . . . presently Ad Man. assistant wants to sweat. He wants to shoulder the big responsibilities. He knows production, merchandising, marketing. He ought to . . . he's had five years exp. Also B. S. & M. S. Will relocate anywhere . . . for right groom. "The 'right' groom must furnish me with a $7,500 home . . . with plenty of room for expansion. I'm not looking forward to getting any divorce . . . in fact it would be wonderful to celebrate a Silver Anniversary. Don't be bashful, Sir!" Write to

Box 2377, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Midwest Agencies-Advertisers!
Get Copy/Layouts by Mail!

Expertly written original copy and comp layouts. All media, any product or service. Ads, complete campaigns, direct mail, mail order, brochures, catalogs, radio, publicity stories, etc. 21 years of progressive experience. Fast service. Satisfaction guaranteed. Write for prices on your work. Ph. SU 4-1484 William Wallace, 1520 Olive, Chicago 26.

Exceptional Sales Opportunity For

- **Graphic Arts Salesman**
- **Engraving, Envelope or Art Salesman**

Leading Chicago litho and letterpress printer offers man with printing contacts liberal draw, expenses incl. car, profit sharing and insurance program plus important active accounts. Send résumé in confidence to Box 456, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ART DIRECTOR—AGENCY

Has exceptional flair for visual simplification; gives even most complex copy a clean, fresh interpretation. Crisp renderings, sharp type indications. Well-rounded bkgrnd. 30 years. Family. In Chgo., but will relocate. Box 461, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR

wants tie-in with agency or advertiser who needs talent and long, varied layout experience in ads and sales promotion. Mature, contemporary-minded. Fee, or other agreeable basis.

BOX 447, ADVERTISING AGE
630 THIRD AVE., NEW YORK 17, N. Y.

ADVERTISING
We handle your employment problem confidentially and effectively.

ACCOUNT EXECUTIVE **$25,000**
Solid TV bkgd. on petroleum or automotive accounts. Midwest.
ACCOUNT EXECUTIVE **$10,000**
Copy exp., farm instruments, electronics and consumer prod.
MDSNG. MGR. **$14,000**
Mdsing. exp. in dairy products preferred. Exc. potential.
MARKET RESEARCH DIR. **$10,000**
New product development, mkt. res. for automotive equip. mfr.
ASST. COPY CHIEF **$8,000**
Consumer and industrial exp. to become copy chief for agency.
EDITOR **$7,000**
Editing, Field reporting exp. for top level food publisher.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

REPRESENTATIVES WANTED

P-O-P DISPLAY in CONTINUOUS-ROLL Versatile, flexible medium; colorful, economical. We specialize in flexographic printing for display, made up in continuous-roll, flat or corrugated. If you contact large accounts, our DISPLAY-FLEX can result in many extra sales and prove good income builder for you. FULLER DISPLAYS, INC., 5-39 48th Avenue, Long Island City 1, N. Y.

SPACE SALES-NEW YORK TERRITORY Old established weekly in business paper category needs high caliber advertising representation in New York. Standard commission basis. Write giving experience in trade or business paper field, references, and other publications represented to:

Box 2378, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

We Need a Hard Hitting Publisher's Rep! We are a one-market paper, founded thirty-seven years ago and we need a man who will sell our substantial book in one of the prime industrial areas we cover: Southern New Jersey, Eastern Pennsylvania, Delaware, Maryland and the District of Columbia. We want no floaters! We need a reliable mature man who wants to make money.

Box 2379, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

Have hundreds of major New York Advertising, Sales & Promotion Dir. Contacts. Also agency art & prod. dirs. Midtown Manhattan office. Retainer plus incentive.

Box 2294, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WASHINGTON PR REPRESENTATION

Deane and David Heller, Washington, D. C.'s top publicity team, invites inquiries from ad agencies, PR firms with publicity projects or promotions in the nation's capital. Excellent press contacts. Authors of more than 2,000 by-lined articles in top magazines, newspapers. Also ghosted articles for U. S. Senators. Work on either project or retainer basis. Write: **Deane and David Heller, 612 Ellsworth Drive, Silver Spring, Maryland. JUniper 8-3276.**

EXPERIENCED REP ORGANIZATION successfully selling in Ohio, Mich., Pa. N. Y. available for audited publication.

Box 2380, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000. Terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

MISCELLANEOUS

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

Monthly House Organs promote good will and increase sales. Samples free. Sales Reps wanted. Luther Kohr Enterprises, 517 Curtis Drive, Morrisville, Pa.

SPACE FOR RENT

Desirable location E. 46 St. off Lex. approx. 700-800 Sq. ft. main floor newly renovated bldg. High ceiling ideal studio. Available immediately. REASONABLE. **PLaza 7-3990, New York City.**

ASST. ADVERTISING MGR.
To $15,000

Strong all-around experience in advertising, sales promotion and public relations required. Background in heating, ventilating and air conditioning equipment necessary. Will succeed present advertising manager in 1960, who must retire. If qualified, contact me in confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. • Chicago • FI 6-9400

SHARE
New York Office

Luxuriously furnished and carpeted. Madison at 38th St. Large conference room, 2 offices & reception. Infrequently used by another out-of-town agency. Perfect for prestige NY address and headquarters when in town. $250. per month. Box 458, Advertising Age, 630 Third Ave., New York 17, N.Y.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:

- **Publicity**
- **Subject Research**
- **Competitive Publicity & Advertising**

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

CBS-TV Finds It 'Looks Good' in New Image Study

(Continued from Page 3)

programming job? A total of 76% of respondents named CBS, 10% named both CBS and NBC, and 14% named NBC. ABC received no votes.

• **Which network has the greatest amount of prestige programming?** The results were 49% for CBS, 18% for both CBS and NBC and 33% for NBC.

• **Which network has the most stable and consistent programming?** A total of 91% named CBS, 3% for NBC and 9% for ABC.

• **Which network has the surest sense of the public's taste in programming?** The results showed that 73% preferred CBS, 23% for NBC and 8% for ABC.

• **Who is delivering the largest daytime audience this season?** CBS was named by 69% of respondents and NBC by 42%.

• **Who will deliver the largest daytime audiences in the 1959-60 season?** A total of 65% named CBS, 40% chose NBC and 4% picked ABC.

• **Who is delivering the largest nighttime audience this season?** CBS won overwhelmingly with 89% as compared with 12% for ABC and 1% for NBC.

• **Who will deliver the largest nighttime audiences in the 1959-60 season?** CBS was picked by 86% of the respondents as contrasted with 16% for NBC and 2% for ABC.

• **Which network is delivering the largest daytime audience at the lowest cost?** NBC won this category with 52% as compared with 38% for CBS and 16% for ABC.

• **Which network will deliver the largest daytime audience at the lower costs in the coming season?** A total of 50% named NBC, 47% chose CBS and 13% mentioned ABC.

• **Which network is delivering the largest nighttime audience at the lowest cost?** ABC won this race with 51%, followed by CBS with 44% and NBC with 5%.

• **Which network will deliver the largest nighttime audiences at the lowest costs in the coming season?** CBS was chosen by 50%, ABC by 39% and NBC by 11%.

• **If you knew that all three networks were going to completely reprogram their daytime schedules for next season, and if you were offered any time period you wanted and you had to make your decision today, which network would you choose?** A total of 67% named CBS, 31% picked NBC and 2% chose ABC. Substituting nighttime for daytime in the same question, 83% picked CBS and 17% selected NBC.

• **Which network do you prefer to deal with?** The respondents cast 64% for CBS, 32% for NBC and 4% for ABC.

• **Have you changed your opinion about any tv network?** A total of 75% answered yes, and of this total, 95% said they changed their opinion of ABC, 15% voted for NBC and 2% for CBS.

• **Which tv network do you regard as the most capable in overall operation?** CBS received 89% of the votes, NBC 15% and ABC 1%.

• **If a close relative was offered the same job at the same pay, which network would you advise him to join?** The respondents gave CBS 81% of the votes, ABC 13% and NBC 8%.

■ In a luncheon talk Frank Stanton, president of CBS, blasted a decision by the Federal Communications Commission which forced tv networks to give equal time on a regular broadcast to Lar (America First) Daly, a candidate for mayor of Chicago who sought both the Republican and Democratic nominations.

Mr. Stanton described the decision as the "most severely crippling decision ever to be handed down with regard to broadcast journalism." Mr. Daly had appealed to the FCC asking for equal time after WBBM-TV, the Chicago CBS station, had carried pictures on a news program of Mayor Richard J. Daley and Timothy Sheehan, Republican candidate for mayor, filing their nomination papers, and Mayor Daley performing several official functions.

"We propose to appeal this decision with all the force and vigor at our command," Mr. Stanton said. "We have asked the commission to reconsider and to reverse itself. If it does not, we are going to appeal to the courts; we are going to appeal to the Congress; and we are going to appeal to the people."

■ New CBS-TV shows for the coming season were described by Hubbell Robinson Jr., exec vp in charge of network programs.

Three new situation comedy shows will start on the network next fall. They are "Dennis the Menace," which is based on the newspaper comic strip; "Peck's Bad Girl," starring Patty McCormick, Marsha Hunt and Wendell Corey; and "The Wonderful World of Little Julius," starring Eddie Hodges, Gregory Ratoff and Sam Levene.

"The Blue Men," the story of a New York father and son police team, will replace the Gale Storm show at 9 p.m. (EST) on Saturday nights, Mr. Robinson said. "Twilight Zone," the new Rod Serling half-hour show, also will bow this fall.

CBS also plans to run a spectacular every week for 40 weeks at the same time on the same night, according to Mr. Robinson. The shows will range from musicals to drama to comedy to novelties, he said.

Other shows mentioned by Mr. Robinson were "Out There," a show dealing with outer space which CBS has produced with Paramount Pictures; an established show slated for Wednesday nights, which Mr. Robinson predicted would "send 'Wagon Train' back to St. Jo."; "On the Go," starring Jack Linkletter, which will run in the mornings from 10 a.m. to 10:30 a.m., and a "Nero Wolfe" detective show.

■ William B. Lodge, vp for affiliate relations and engineering, discussed the network's concerted drive to sell advertisers on using longer station lineups. He described the technique being used to convince sponsors to lengthen their lineup.

The network made an analysis of Nielsen data on the cost and audiences of advertisers who sponsored the same program on an alternate week basis with one advertiser using a longer station lineup than the other.

The study indicated that the "additional stations that the long lineup sponsor was using—and the short lineup sponsor was not using—were producing almost twice as many homes per dollar as the short station lineup both sponsors used," Mr. Lodge said.

CBS hopes the presentation on this study will pay off in longer lineups this fall, he said. The network executive added that Kellogg has already decided to add 41 stations to its "What's My Line" list. #

Howard Scott, Cary Donegan Start Poster Counseling

Poster House, a new service to provide creative counsel on outdoor advertising to agencies and advertisers, has been organized by Howard Scott, poster designer, and Cary Donegan, president of Woods, Donegan & Co., advertising and pr consultant. The company will have offices at 50 Rockefeller Plaza, New York. Mr. Scott until recently was creative consultant to Outdoor Advertising Inc.

AD SCHEDULES OF COMPETITORS
• '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
• Red Book 20 . . . 1958 only. Another 25,000 firms. $35
Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

Our 48th Year
COPY, automotive, other consumer to 20M
COPY, TV-print, some automotive $15M
COPY, automotive merchandising. Some supervision & contact. A sales-minded planner. New and used car programs to 15M
FOOD A.E. to 14M
ADV. & SLS. PROM. MGR. Exper. food brokers 12-15M
ASST. TO ADV. MGR., industrial, big co. 10M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Sales Promotion . . . Product and competitive-product research . . . Dealer surveys and shopping . . . Company histories . . . Contract writing . . . technical publications.
ANALYSES INC.
5405 Oakman Blvd., Tiffany 6-7600
Dearborn, Mich.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1¢ Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

ADVERTISING AND MARKETING EXECUTIVES
ACCOUNT EXECUTIVE — Good Consumer background—Potential partnership—$15-$18,000.
COPYWRITERS (6)—Top ad firms—$8-$16,000.
COPY-CONTACT—Young man who has ability to rise to top management level—Open.
MARKETING AND MARKET RESEARCH 108 openings with industry—Copy of our clients' listings upon request.
Cliff Knoble
DRAKE PERSONNEL, INC.
29 E. Madison Bldg. Chicago 2, Ill.
FI 6-8700

Advertising Agency Vice President
$50,000

We have an exceptional opportunity for an experienced account supervisor in the packaged goods field qualified to receive compensation in excess of $50,000, plus a profit sharing bonus, the right to acquire stock in the agency and to become one of the top management group.

Our client is a well established and highly regarded advertising agency. The right man for this position must have successful account management experience in the food or drug field, supervising accounts of $4,000,000 and up. He should have the breadth and capacity to be a member of the agency's top management team.

You may feel free to discuss this opportunity with us in complete confidence. It is our policy, as management consultants, not to reveal your identity without your permission. Your reply may be brief, but please include personal data, present position and home telephone number.

Box 450, Advertising Age
630 Third Ave., New York 17, N. Y.

Want a Trade?

Your classified ad in Advertising Age may very likely do the trick for you!

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $5 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

Switch to Single Rate, Petry Advises Stations

(Continued from Page 1)
cooperation in the cleanup drive.

"The only way to end the abuses of the duality system seems to be to get rid of it," Martin Nierman, exec vp of Petry, told ADVERTISING AGE in discussing his company's convention announcement. He emphasized that Petry can only recommend to its stations, and that they will have to make up their own minds.

Each market will get individual suggestions on how to adjust the structure, but the aim is to gradually upgrade the local (and regional). spenders to the national level, he said.

"There are too many agencies going around the country trying to place national business at local rates," Mr. Nierman said. "We've got to eliminate the twilight zone which has been created by foggy definitions of what is local, regional and national business.

"I think the agencies are just as tired of this situation as we are," he added.

■ Corridor reaction to the rate issue, which was not on the agenda, ranged from downright boredom—"that old thing again"—to lukewarm interest. And a searching reporter could find as many supporters for a dual system as for a single rate. One midwestern tv station operator told AA: "Sure, I'll switch to a single rate when the biggest newspaper in my market does."

Victor C. Diehm, of WAZL, Hazleton, Pa., and other stations, and George Tarter, KCBD-TV, Lubbock, Tex., agreed that a single rate won't work in the smaller markets where a major portion of the business is local. They agreed that the national advertisers must be charged more because of the commissions, servicing and merchandising required in handling such accounts. "We can't risk losing the local guys, who cost us less to handle, by trying to raise them to a par with the national advertisers," Mr. Diehm said.

■ A major problem area, from the advertisers' point of view, which did come up on the agenda was multiple spotting.

The tv code board's own monitoring reports give the industry a much cleaner bill of health than the BAR and agency findings, but even so the board is concerned over three problem areas—multiple spotting, short-changing network advertisers and advertising for "intimately personal products."

Roger W. Clipp, WFIL-TV, Philadelphia, singled out these problem areas in his progress report on the industry's efforts to maintain high standards in commercials and programs. Mr. Clipp, who is retiring as head of the code review board, warned that the questionable operations of a few nonconformists are reflecting on the entire industry.

■ Mr. Clipp said that during three-and-a-half years of sporadic monitoring on code subscribing stations by the board's own monitors a total of some 1,349 "multiple spots not condoned by the code" were counted. This, he indicated, was the equivalent of 0.5% of all the station breaks and program interruptions in the periods covered. There are now 307 subscribing stations that have been monitored at least once.

Broadcast Advertisers Reports' recent tabulation on "questionable practices" on only 71 stations in 25 medium-size markets for a single week of nighttime viewing showed a total of 1,287 triple spotted station breaks—that is, breaks between programs or program segments that carried at least three spots in a row (AA, March 9). Young & Rubicam's investigations of commercial malpractices spotlighted triple spotting as one of the most prevalent problems.

■ The key reason why outsiders count more station break excesses than the code review board is the fact that triple spotting is permitted under the code and not all triple spot situations would be tabulated as violations by the board's monitors. Many advertisers are now trying to get spot adjacencies with only one other spot adjacent to them and last year the Assn. of National Advertisers asked the tv industry to tighten the language in the multiple spotting section of the code. But as Mr. Clipp pointed out:

"As you know the code provides for two spots plus the conventional sponsored ID not to exceed ten seconds. During 1958 certain agencies representing major clients tried to break down this section of the code and limit the practice to only two back-to-back spots. Your code board held the line."

■ Without mentioning it by name, Mr. Clipp pointed out that the recent BAR report indicated a "disturbing number of instances in which network programs have been up-cut for the insertion of local commercials."

"Our own figures," he continued, "show that approximately 3% of all network programs were separated by commercial intervals of more than the customary 30 seconds. Needless to say, this practice is condemned by the code and by responsible broadcasters."

The other area of concern noted by Mr. Clipp covered the so-called "intimately personal products." He later explained to AA that he had in mind such things as toilet tissue, deodorants, depilatories, foundation garments and other such subjects which normally wouldn't be discussed in mixed company. The board's aim here, he said, is to see that these products are presented on tv with "restraint and good taste."

■ In this section of the report Mr. Clipp also referred to a February letter which went out to subscribers as a reminder warning. That letter pointed out that products for the treatment of hemorrhoids and for use in connection with feminine hygiene are not acceptable under the code. Mr. Clipp emphasized that only 49 stations violated this portion of the code during the three-and-one-half-year monitoring period.

Though it did not refer to any product by name, the letter reportedly was primarily prompted by the Preparation H tv schedule. This copy, which has been carried in such major markets as New York, makes very bold claims for the hemorrhoids treatment.

Station men at the convention revealed that Ted Bates & Co., which handles Preparation H, is fighting the tv board's ban on the product. Bates' representatives have been visiting stations to sell them on keeping or accepting the copy; part of the Bates pitch is devoted to a discussion of why the agency believes the Preparation H copy to be acceptable. The rest of the pitch, according to station men, is a reminder on how important Bates, with its hefty spot billings, is to the station. (For Ted Bates & Co. reply to the board see newsflash on Page 93.)

■ From the telecasters' point of view the biggest news at the convention centered around the industry's efforts to improve its tv image in the public mind.

Gay Cooke Foster Hughes

BROADCAST MEN—*Talking things over at NAB were Chuck Gay, WHIO-TV, Dayton; William F. Cooke, CBC, Toronto; Joe B. Foster, KTBS, Shreveport, and Dick Hughes, Edward Petry & Co., Atlanta.*

The groundwork for a $1,300,000 campaign to get the "true facts" about television across to the public was laid at a closed meeting.

The move started after keynoter Robert W. Sarnoff, NBC chairman, appealed to the various segments of the industry to unite in an effort to combat the persistent criticism which has been leveled at television. The telecasters, smarting from a series of attacks from magazines and newspapers and facing a new magazine ad barrage, obviously were in a receptive mood for such a proposal.

A committee headed by C. Wrede Petersmeyer, of Corinthian Broadcasting Corp., will be set up to implement the public relations campaign. This group will decide what should be done and who should do it and report back to the NAB tv board by April 30. The basic thinking seems to call for (1) a study to find out what people really think about tv and its role in their lives and (2) the publicizing of those findings.

■ Keynoter Sarnoff called on the industry to cooperate in a campaign to answer tv's critics and to get across to the public an "accurate concept of broadcasting's role in our society."

Mr. Sarnoff warned that the current criticism of television cannot be dismissed as an irritant rather than a danger, even though the detractors of the medium "are in the minority."

There is, the NBC executive said, a "continued repetition of slogans intended to make television viewing a symbol of inferior status" . . . [and] "already in certain areas the slogans are being accepted as authentic currency."

■ Mr. Sarnoff proposed this three-part program for meeting television's "persistent criticism" problem:

• "First, we should consider the possibility of commissioning an independent survey of public attitudes toward television. Such a survey of radio in the '40s gave it more than 80% endorsement—more even than the churches, which occupied the second highest rung of public favor. I am confident that television would get equally high marks."

• "Second, we should consider the most effective methods of using our own facilities to create wider understanding of our medium and how it functions in everyone's interest. If our popular mandate is of the landslide proportions we think it is, then this electronic route might be the swiftest means of mustering support."

• "Third, we should consider the most practical way to organize and guide the effort. Perhaps it should be within the framework of the NAB as the existing industry association, but with the activity itself specially financed, staffed, and operated as a distinct new effort.

"It should in fact reach beyond the broadcasters themselves to seek financial support from all those with a stake in the medium. Among them are talent agencies, film producers and syndicators—they too are being pinned with the donkey's tail of mediocrity.

■ "Meeting the challenge decisively on a national basis will require greater financial support than the industry now provides in the information area. But this should give us no cause to flinch. In ten years television broadcasting has become a business of $1.2 billion annually. In another ten years, it should more than double that figure—provided it acts now to assert its stature and assure the proper climate for growth," Mr. Sarnoff said.

Broadcasters were reminded by the association's president, Harold E. Fellows, that the industry's public relations depends, to a degree, on the members' own performance. In his annual report to the industry, Mr. Fellows, who has completed eight years as head of NAB, offered a nine-point program listing some of the principles which "the modern broadcaster should subscribe to."

■ While he emphasized that he is not in disagreement with those who believe there should be a concerted effort "to clarify in the public mind the objectives and the principles of operation of our American system," Mr. Fellows added, "We must acknowledge that there are broadcasters who shouldn't be in this business."

Among the industry objectives which should be recognized, Mr. Fellows said, is "a full realization that a fundamental function of our system of broadcasting is to promote the sale of goods and services.

"The fact that advertising occasionally draws the tongue in cheek comment—and sometimes, let's admit it, deserves it—does not reduce this prime responsibility of the broadcaster; to contribute his part to the developing of the American economy," he said. #

Macfadden Reports Revenue, Net Earnings Down

Macfadden Publications Inc., New York, which had a gross revenue of $17,194,354 last year, as compared with $18,782,755 in 1957, had net earnings in 1958 of $616,089. In 1957 the earnings figure was $737,689. Profit last year, while off, "was still greater than we anticipated at the beginning of the year," said Irving S. Manheimer, president, in the company's annual report.

Mr. Manheimer said both advertising revenue and linage in 1959 were running ahead of 1958, while newsstand circulation was "a little soft" but "somewhat better" than this time last year. He said the company strengthened its subscription procurement sources by "small stock acquisitions in the two largest field-selling subscription agencies." Net profit per share in 1958, he reported, was $1.44 as compared with $1.72 in 1957.

Prediction of 5,500 Radio Stations Is Startling to Panel

(Continued from Page 1)
warned that efforts to limit competition would lead to government regulation more comprehensive than the industry experienced "even under the New Deal."

■ The crystal ball session, a final event in the three-day meeting of the broadcasters, started off with an analysis by Irving Schweiger, associate professor of marketing, graduate school of business, University of Chicago, who explored the meaning of a 35,000,000 increase in population, and a 20% increase in income per capita which is anticipated in the next decade.

Other factors which will change radio's market, he said, will be the increase in the number of teenagers and older people, a rising educational level in the population and continued development of suburbia, with 62% of the population eventually located in 178 standard metropolitan areas.

On the basis of 3.5% of the gross national product invested in advertising, he estimated total advertising expenditures annually in 1970 would be about $16 billion, compared with $10.2 billion now.

■ Fireworks erupted in the panel after Dr. Hyman Goldin, chief of FCC's economics division, estimated radio's revenues would increase from the current $500,000,000 level to about $700,000,000. But, he said, the number of stations would go from 3,000 to about 5,500.

Ward L. Quaal, WGN, Chicago, protested, "I can't accept that premise. If this ever comes to pass it will result in loss of service engineeringwise, and degradation of program structure."

After Mr. Quaal's remarks had been vigorously applauded by the audience, Mr. Goldin revived the discussion by pointing out that he was surprised at the strong opinions which broadcasters have on the subject.

Mr. Goldin said he believes there will be more stations because broadcasting is an attractive business investment opportunity, and because the commission feels very strongly that it should not refuse a license simply on the grounds that the community may not be able to support another station.

■ "One of the very fundamental policies of the commission," he said, "is that the commission does not want to serve as Big Brother, deciding what service a community should have. That is left to competition, and it depends on how the stations serve the community."

When Mr. Quaal replied that competition injures, rather than improves, program service when the number of stations "passes beyond a certain point," Mr. Goldin commented, "If you let the commission go into the number of stations the community should have, you would get more deeply involved in a regulatory scheme than anything we have had in the past, including the New Deal." #

Carreau Moves to Otto

Alan E. Carreau, formerly with McCann-Erickson Corp. (International), has joined Robert Otto & Co., New York, as a member of the account team on P. Lorillard Co., Corn Products Refining Co. and Campbell Soup Co. accounts.

WOLF, Syracuse, Sold to Ivy

Ivy Broadcasting Corp., Ithaca, N. Y., has purchased WOLF, Syracuse, from Civic Broadcasting Corp., subject to approval by the Federal Communications Commission. Ivy owns three other stations in the East.

George Enzinger, Chicago Agency Exec, Dies at 66

EUREKA SPRINGS, ARK., March 17—George Enzinger, 66, veteran Chicago and Milwaukee agency executive, died in his winter home here March 15. He had been ailing for some time.

Born in St. Louis, Mr. Enzinger attended the University of Missouri. He broke into the advertising field in 1911 as a copywriter for Taylor & Evans, St. Louis.

He moved to Chicago in 1912 to do advertising promotion for the W. G. Bryan organization, which served the *Chicago Daily News* and the old *Chicago Record-Herald*. He went to Milwaukee in 1914 to become manager of the advertising service department of Barron G. Collier Inc., a streetcar advertising company.

■ Later, he was president of Olson & Enzinger Inc., Milwaukee, 1919-29; president of Dyer-Enzinger Co., Milwaukee, New York and Chicago, 1930-32; president of U. S. Advertising Corp. (now Roche, Rickerd & Cleary), Chicago, 1932-35; vp in charge of the Chicago office of Buchanan & Co., 1938-47, and vp in charge of the Chicago office of Roy S. Durstine Inc., 1947-49.

From 1949 to 1952 he was vp of Smith, Benson & McClure, Chicago, and for the next three years he was exec vp of the Chicago office of Abbott Kimball Co. Although partially retired, he was still a consultant to Wentzel, Wainwright, Poister & Poore, Chicago, which he joined in 1957.

Mr. Enzinger was a resident of Lake Forest, a Chicago suburb.

WILLIAM F. FORCE

NEW YORK, March 18—William F. Force, 45, copy group supervisor at Batten, Barton, Durstine & Osborn, died today, apparently of a heart attack, on E. 48th St. Mr. Force had undergone a hernia operation in January but had appeared to have recovered his health.

Born in St. Louis, he was graduated from St. Louis University in 1935. After working in the advertising department of the McQuay-Norris Mfg. Co., St. Louis auto parts maker, he joined the Tom Parry organization in St. Louis in 1939 as a radio script writer. From 1942 to 1944 he was in the advertising and pr department of the Cotton Belt Railroad.

■ In 1944 Mr. Force joined BBDO here as a copywriter. Subsequently, he was named copy supervisor on the DuPont account and in 1952 was appointed a copy group supervisor. He won a number of copy awards, three of the more recent ones being the Associated Business Publications award for Campbell Soup Co.'s advertising in business papers, *Food Topics*' award for United Fruit Co.'s 1958 advertising campaign and the Producers Council award of merit for Universal Cement Co.'s '58 ad campaign.

GEORGE B. DOW

DETROIT, March 17—George B. Dow, 56, secretary and a member of the board of directors of Fred M. Randall Co., died suddenly March 10 in his Birmingham home.

Born in Aberdeen, Scotland, Mr. Dow had been a resident of this area since 1926. He started his career as a reporter on the *Aberdeen American-Gazette*. In 1923 he moved to Canada where he worked for the *Toronto Star* and in the public relations department of Ford of Canada in Windsor.

Later he worked for Pratt Co., a Detroit advertising company. He joined the Randall agency in 1934 and had been secretary and a board member for the past 14 years.

FOR MEN ONLY—*Yardley of London will use two-color pages like this in The New Yorker and Reader's Digest to introduce its pressurized after-shave lotion, Jetstream. N. W. Ayer & Son, New York, is the agency.*

Cleveland Car Dealers Bypass ANPA in Drive

Dealers, Not Single Medium, Should Sponsor Drive, Mack Tells AA

CLEVELAND, March 20—Cleveland auto dealers, which last year started the "You Auto Buy Now" snowball, have taken off on their own again this year with a "The Price Is Right Right Now" car sales drive—intentionally unrelated to the American Newspaper Publishers Assn.'s drive (*see story on Page* 3).

The March 13-23 drive, supported by the big car makers, has featured the same salesmen rallies and increased newspaper, tv and radio advertising that characterized "You Auto Buy Now" a year ago.

Most elaborate publicity stunt of the week was the flight of a silver Rambler on a United Air Lines DC6-A from Chicago to Hopkins Airport here for a well publicized reception by the chamber of commerce and subsequent auctioning in downtown Public Sq.

■ The car sale drive here is being co-sponsored by the Cleveland Automobile Dealers Assn. and the Independent Automobile Dealers Assn. (a used car group).

The car dealers here have declined to cooperate in ANPA's drive, ADVERTISING AGE was told by Cyril Mack, CADA president, because ANPA's promotion period "is much too late," because it excludes used car dealers and because "ANPA is the wrong sponsor." Mr. Mack said dealers themselves should sponsor such drives. ANPA sponsorship would tend to steer car dealers to newspaper advertising when that may not be the best medium for some dealers, he said.

Despite bad weather, sales have been good to excellent, Mr. Mack said, with Ford, Chevrolet, Oldsmobile and Pontiac, in that order, leading the parade. #

Mr. Clean Market Expanded

Procter & Gamble Co. has added ten major metropolitan areas to the marketing scope of its Mr. Clean liquid cleaner: Boston, Brooklyn, Buffalo, Denver, Hartford, Kansas City, New York, Newark, St. Louis and Seattle. The product was introduced in Pittsburgh and Syracuse last spring and has since been marketed in Springfield, Mo.; Memphis; San Francisco; Los Angeles and Omaha. Tatham-Laird Inc., Chicago, handles the account.

Last Minute News Flashes

Ad Tax Dies in W. Virginia, Bogs Down in Maine

NEW YORK, March 20—Current status of legislation in various states on proposed advertising taxes, reported today by Advertising Federation of America, is as follows: **West Virginia**— a 2% gross receipts tax on advertising was killed in committee; the legislature has adjourned. **Maine**—a 3% receipts tax on advertising to provide educational scholarships has bogged down in committee and is expected to be killed, but has not been officially. **Michigan**—a proposal to extend the state's gross receipts tax to include advertising has not been introduced in legislature. **Texas**—a 5% gross receipts tax on advertising is still in committee. Proposals to tax advertising are still pending in four other states—California, Kansas, South Dakota and Washington—but no action has been reported.

Sale of Mutual Broadcasting Almost Completed

NEW YORK, March 20—Purchase of the Mutual Broadcasting System by the Malcolm E. Smith Jr. interests was nearly completed at ADVERTISING AGE's press time today. Mr. Smith, who is with Victor & Richards, New York agency, said that a number of Mutual creditors have agreed to a six- to 12-month moratorium and that no Mutual station has terminated its network affiliation to date.

Pharma-Craft Shifts Coldene Account Back to JWT

NEW YORK, March 20—Pharma-Craft Corp., pharmaceutical subsidiary of Distillers Corp.-Seagrams Ltd., is moving its Coldene stick chest rub from Cunningham & Walsh back to J. Walter Thompson Co. The account was moved last September from JWT to C&W.

Pontiac Names Malone; Other Late News

• **John F. Malone** has been named advertising manager of the Pontiac division of General Motors, succeeding B. A. Kissam, who is joining GM's overseas operations division in New York as vehicle sales staff manager. Mr. Malone has been Cleveland zone manager since 1957.

• **Jan Tangdelius** has been elected president of Fulton, Morrissey Co., Chicago, succeeding John G. Maynard, who died Feb. 1. Mr. Tangdelius joined the agency in 1949 as vp and creative supervisor, and was elected exec vp in 1951.

• **Carrington & Co. Ltd.**, maker of Carrington's Canadian whisky, will break four-page color inserts next month in about 25 liquor trade publications announcing its new package featuring an emerald green bottle with a green, gold and white label. National consumer advertising will break in May in 30 daily newspapers in 20 markets and in four-color bleed pages in *Gourmet, Holiday, Playboy, Social Spectator* and *The New Yorker*, plus painted bulletins in about 15 markets. Roy S. Durstine Inc., the agency, designed the new package.

• **Otoe Food Products Co.**, Nebraska City, has appointed Compton Advertising, Chicago, to handle advertising for its Morton House line of canned food products and other food product lines. The Morton House line, now in 28 midwestern and southern markets, will be introduced in Chicago next month via newspapers and tv. The account is expected to bill more than $400,000. Buchanan-Thomas Advertising Co., Omaha, formerly handled the account.

• **Ted Bates & Co.**, New York, says it plans to continue using its Preparation H hemorrhoid commercial despite efforts of television industry code watchers to get the product off the medium (*for details on NAB's concern with this advertising, see Page* 92). Bates said American Home Products' Preparation H got a $1,087,230 build-up in spot tv, plus $219,201 in magazines and $632,052 in newspapers in 1957. Bates says 150 stations are carrying the spots. Bates also denies it has sent a man around to stations to persuade them to keep the commercial on.

• **DKW American**, importer of the German-made DKW auto, makes its debut as an advertiser in a mass weekly magazine with the March 28 issue of *The Saturday Evening Post*, beginning a series of seven two-color quarter pages. Mann-Ellis Inc., New York, is the agency.

• **Transcontinent Television Corp.** and Marietta Broadcasting Inc. have merged under the Transcontinent name, subject to Federal Communications Commission approval. Marietta's stations are KFMB and KFMB-TV, San Diego, and KERO-TV, Bakersfield, Cal. Marietta's president, Jack Wrather, and Edward Petry & Co., former owner of Marietta, now hold 34.81% of Transcontinent's stock.

• **Federal Liquors Ltd.**, Boston, has signed a 26-week contract with WBOS, Boston radio station, to sponsor a daily newscast Mondays through Saturdays starting April 1. Nuyens vodka and Nuyens cordials will be advertised in this campaign, placed by the M. Evans Richmond Agency, Boston. WCRB, Boston, which previously carried Federal's ads, stopped doing so in January because, the advertiser said, of pressure from the National Assn. of Broadcasters (AA, Jan. 12).

• **Curtis Publishing Co.**, Philadelphia, has reported a gross operating income of $197,182,665 in 1958, compared with $202,654,442 in 1957. Operating ad income was $123,761,382 in 1958, down from 1957's total of $129,833,422. Curtis also reported $68,712,952 from circulation as compared with $67,962,519 in 1957.

• **Fletcher D. Richards** today (March 20) denied reports that the impending merger between Fletcher D. Richards Inc. and Calkins & Holden had been called off. "The merger has not been canceled and there is no intention of canceling it," Mr. Richards told AA.

• **Texas Co.'s** board of directors has voted to change the company's name to Texaco Inc., subject to ratification by stockholders at the annual meeting April 22.

• **Adam Young Inc.**, New York radio representative, has released estimates of spot radio expenditures for 1958 in 134 multi-station markets. These estimates are based on a continuing analysis of billing trends over the past six years. Adam Young has estimated total spot radio billing for 1958 at $165,000,000. Estimates for the top 10 markets are (000 omitted): New York, $21,430; Chicago, $10,775; Los Angeles, $6,700; Detroit, $5,750; Philadelphia, $4,900; Boston, $4,295; San Francisco, $4,120; St. Louis, $3,740; Washington, $3,055; Pittsburgh, $2,790.

• **Ampex Corp.** reports it sold 23 Ampex Videotape recorders and took orders for $1,300,000 in equipment during the National Assn. of Broadcasters convention in Chicago. RCA says it sold "more than 50" of its tv tape recorders at the convention.

Lestoil Head Says Over-Pricing by TV May Bring U.S. Probe

(For news of Lestoil tv expenditures see Page 1.)

DETROIT, March 20—Jacob Barowsky, who left the dry cleaning business 25 years ago to develop and merchandise his own cleaner, Lestoil, for which more money per year is invested in tv than for any other single household product, voiced some blunt criticisms of tv pricing in a talk delivered to the Adcraft Club of Detroit today.

Mr. Barowsky, president of Adell Chemical Co., is spending $10,000,000 per year for spot tv, usually taking less desirable time periods, late at night or in the low-viewing daytime hours, and he feels his opinions deserve some attention.

(Mr. Barowsky's $10,000,000 figure accurately reflects what Lestoil spends in spot tv; the $12,339,090 figure for Lestoil in the story on Page 1 does not take into account frequency discounts.)

■ His greatest success has come in the last five years, in which time he has built Lestoil up to national stature quickly and increased sales, virtually all through spot tv.

He had tried advertising of various types for a long time prior to 1954, but was unable to meet the costs of earlier tv programs. Finally, he tried a long-term experiment of saturation in his own home town and manufacturing center, Holyoke, Mass. He bought 30 spots a week for 52 weeks, with the backing of a local bank.

■ "What disturbs me from an over-all economic viewpoint," he said, "is that over-pricing of some stations and constantly increasing rates may price many of the small advertisers out of the market and provide a virtual monopoly in advertising for those companies who have the means to out-advertise, even on a temporary basis, their smaller competitors, whatever the product or market.

"You already know the government is fighting the creation of monopolies in all aspects of American business. I am wondering whether governmental authorities may not before long be investigating what appears to be a trend to monopolize advertising media, particularly television, since stations are licensed by the government and have some of the characteristics of a public utility. Stations already are subject to some government control. I wonder if increase of abuses such as over-pricing may not invite an extension of control to such areas of operation as the rate structure?" he asked.

■ "We find it necessary to review our costs in many of our old markets where additional stations have been added or rates have climbed to great heights," he told the group. "We are now finding that in some areas a point of diminishing return is reached and we must revaluate our expenditures. The situation here in Detroit and in the entire state of Michigan is a good example of what I mean. There are some stations in this area setting a price on what the traffic will bear and others following with the same or slightly lower prices."

He presented his estimates showing cost-per-1,000 sets in the Detroit and Grand Rapids area are considerably higher than the cost-per-1,000 shown on his table for New York, Philadelphia, Boston, Cleveland and Chicago.

He asserts some Michigan prices are from a third to twice as high as other areas. In some of the Michigan areas, he said, cost is so high that his company has not renewed. #

'U. S. News' Arms Salesmen with Data on Combination Buys

(*Continued from Page 2*)

almost impossible to generalize about the results.

"More important than any other aspect," says John Sweet, president and publishing director, "is the evidence which the report provides of coverage that is possible through magazine advertising, and the economy of this coverage for the advertiser, whatever his requirements."

From material presented in the report, salesmen and prospects can examine endless possible combinations, tailored to the price class of the car and the limitations of the advertiser's pocketbook.

■ At least 23 three-magazine combinations, ranging from a low of $62,941 to a high of $112,500, are listed, which reach more than 85% of the buyers of high-price cars, while an advertiser with $20,000 to spend can reach 23% to 46% of the buyers of small imported cars, depending on the magazine combination he selects.

Basic information on the number of car buyers reached by each of the 14 magazines had been obtained as part of "A Market Study of People Buying New Automobiles Today," a research project carried out by the magazine's market research division last year in a joint effort with Benson & Benson, Princeton, N. J.

From reports obtained from a sample composed of individuals who actually bought 1958 cars—without reference to the *USNWR* subscription list—the original research provided information about actual characteristics of car buyers, including the magazines they read regularly. Results were tabulated to provide separate information for all domestic car buyers, for buyers of low, medium and high-price domestic cars and for small imported foreign cars.

The automobile industry is unique in lending itself to this kind of research, Mr. Sweet points out, because it is probably the only important consumer goods industry which—because of auto registration lists—knows the names and addresses of all its customers.

■ One of the reasons *U. S. News* was interested in projecting the figures to determine what they show about advertising costs was that studies showed magazines, particularly some specialized magazines like *U. S. News*, have high percentages of car buyers in their circulation. Individually or in combination with large-circulation magazines, *U. S. News* invariably makes a good showing in terms of coverage and cost-per-1,000 in this product field.

The market research staff has tried to eliminate the need for penciled computations at the critical moment when the prospective advertiser is trying to decide which combination fits his needs. Thus two major forms of presentation are made, always in terms of the four-color rate.

In one set of tables, publications and combinations are arranged according to coverage, beginning with the arrangement which provides the greatest saturation. In a second set of tables, suited particularly for advertisers with limited budgets, information has been re-arranged in terms of cost-per-1,000, beginning with the combinations offering lowest figures.

■ In terms of coverage, space buyers using the *U. S. News* tabulations will find at least 19 combinations reaching 80% to 88% of the buyers of all domestic cars, at costs ranging from as low as $69,-365 to as high as $112,500, and at least five combinations that reach 75% of the market with a $55,000 budget.

Similarly the report shows the advertiser seeking to reach 80% or more of the low-price car market has a choice of 17 different magazines combinations. Or, if his concern is medium-price cars, 26 different combinations are presented. For 80% or more of the high-price car market, the report identifies and prices a choice of 69 different three-magazine combinations.

■ From the other set of tables, which rank the magazine groupings in terms of cost per 1,000, it is possible to compare two combinations, each at less than $13 per 1,000—one delivering 37% of the market for $20,080, and the other 45% for an additional $4,815.

In all, there are eight combinations under $14 per 1,000, with coverage ranging from 36% to 45% of the domestic car market. And there are at least nine combinations at less than $17 per 1,-000, reaching roughly 75% of the buyers of new domestic cars.

Combinations making the best showing in terms of all domestic cars, are not necessarily ideal for the advertiser with a particular price line.

A combination which reaches half the purchasers of small imported cars for $24,895, delivers only 44% of the buyers of low-price domestic cars, and another which reaches 53% of the buyers of high-price domestic cars for $21,415 goes to only 39% of those who bought medium-price cars.

■ Since neither coverage nor cost per 1,000 by itself meet the needs of many advertisers, summary tables have been included showing coverage in depth—rankings of 10 identical top groups in terms of circulation, coverage and cost per 1,000.

In some instances, because of duplicate circulation, cost per 1,-000 for unduplicated readership runs high, according to *USNWR's* figures. Among ten three-way combinations that are tops in coverage for all buyers of domestic cars, No. 1 in coverage (for these top 10) emerges as No. 9 in low cost per 1,000. And among all possible three-way combinations, this No. 1 group in coverage is actually 344th in terms of low cost per 1,000.

Altogether at least 22,000 individual computations were involved in preparing tables for the report. According to Edward Robertson, director of the market research division, estimates showed two clerks would have required three months to do the job. With IBM's 650 computer, the entire project required less than a week, including only one hour of computer time to complete all the individual tabulations. Offset reproduction was possible directly from the matrix sheets used by the IBM high speed printer. #

The Top 10 Magazine Combinations in Coverage of Total Domestic New Car Buyers in 1958

How they rank in Circulation and Cost Per Thousand Buyers

Three-way Combinations

Top 10 in Coverage Ranked by Circulation	(000)	Top 10 in Coverage	(000)	Top 10 in Coverage Ranked by Cost Per Thousand Buyers	
RD – Life – SEP	23,100	RD – Life – SEP	3,784	RD – Life – NY	$22.70
RD – Life – Look	23,050	RD – Life – BH&G	3,784	RD – Life – "USN&WR"	22.75
RD – Life – BH&G	21,900	RD – Life – "USN&WR"	3,741	RD – Life – Sunset	22.78
RD – Life – Time	19,750	RD – Life – Time	3,741	RD – Life – SI	23.12
RD – Life – N. Geo.	19,500	RD – Life – NW	3,741	RD – Life – Fortune	23.21
RD – Life – NW	18,650	RD – Life – Look	3,698	RD – Life – NW	23.21
RD – Life – "USN&WR"	18,500	RD – Life – SI	3,698	RD – Life – Holiday	23.85
RD – Life – Holiday	18,350	RD – Life – N. Geo.	3,655	RD – Life – N. Geo.	23.86
RD – Life – SI	18,350	RD – Life – Holiday	3,612	RD – Life – Time	25.35
RD – Life – Sunset	18,070	RD – Life – Sunset	3,612	RD – Life – BH&G	26.76
RD – Life – NY	17,870	RD – Life – NY	3,612	RD – Life – SEP	29.73
RD – Life – Fortune	17,800	RD – Life – Fortune	3,612	RD – Life – Look	30.30

Coverage based on total estimated sales of 4,300,000 new 1958 domestic cars.

Source: "A Market Study of the People Buying New Automobiles Today", U.S.News & World Report, 1958

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U. S. News & World Report
Market Research Division

B+C

. . . means

Bertsch + Cooper

. . . it also means typographic proofs beyond compare . . . proofs that are mechanically true

Type faces used are:
Bertschtypes No. 70B and 89A

"You're still my friend, aren't you, Brutus?"

IT PAYS TO KNOW THE ANSWERS

If Julius had *really* known the facts, those Ides of March might have been less unfortunate for him. It is a happier thought that in today's keenly competitive business of broadcast advertising you can keep your eye on everything new by reading BROADCASTING. It's *THE* most complete round-up of TV-and-radio developments. At a get-acquainted **$1.75**, you can receive the next 26 decision-easing issues – and be wiser than a senateful of soothsayers because of them.

BROADCASTING
1735 DeSales Street, N. W., Washington 6, D. C.

ENTHUSIASM

is a fact of LIFE

People with enthusiasm are easy to like. They reflect a day-to-day world that seems to offer so much discovery and fun. Enthusiastic people have a lively awareness of what's new—an active concern for what's going on.

These people have an enthusiasm for LIFE that is only natural. LIFE has their spirit, their same "see-for-yourself" outlook. LIFE gets up and goes—reports the weekly world with vigor, excitement, speed and depth.

Enthusiasm is a fact of LIFE. One fact. You might say that for 32 million alert readers, LIFE is everything *new* and *now* and in the *present*.

That's why your advertising will perform well in LIFE. To find out more about it, call your LIFE representative. He has all the facts of LIFE.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker